

05-31-2001

U.S. Department of Commerce
Patent and Trademark Office

5/23/01



101736959

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

<p>1. Name of conveying party(ies): PRIMEDIA Magazines Inc.</p> <p><input type="checkbox"/> Individual(s) <input type="checkbox"/> Association <input type="checkbox"/> General Partnership <input type="checkbox"/> Limited Partnership <input checked="" type="checkbox"/> Corporation-State Delaware <input type="checkbox"/> Other _____</p> <p>Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>	<p>2. Name and Address of receiving party(ies)</p> <p>Name: PRIMEDIA Enthusiast Publications, Inc. Address: 4 High Ridge Park Stamford, Connecticut 06905</p>
---	---

<p>3. Nature of conveyance:</p> <p><input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name <input type="checkbox"/> Other _____</p> <p>Execution Date: <u>May 18, 2001</u></p>	<p><input type="checkbox"/> Individual(s) citizenship <input type="checkbox"/> Association <input type="checkbox"/> General Partnership <input type="checkbox"/> Limited Partnership <input checked="" type="checkbox"/> Corporation-State <u>Pennsylvania</u> <input type="checkbox"/> Other _____</p> <p>If assignee is not domiciled in the United States, a domestic representative designation is attached: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No (Designations must be a separate document from assignment) Additional name(s) & address(es) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>
---	---

<p>4. Application number(s) or registration number(s):</p> <p>A. Trademark Application No.(s) Additional numbers attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>	<p>1897498 B. Trademark Registration No.(s) 1907322 1991191 1998480</p>
---	--

<p>5. Name and address of party to whom correspondence concerning document should be mailed:</p> <p>Cowan, Liebowitz & Latman, P.C. 1133 Avenue of the Americas New York, NY 10036-6799</p> <p>Attn: Kieran G. Doyle, Esq.</p>	<p>6. Total number of applications and registrations involved: <u>4</u></p> <p>7. Total fee (37 CFR 3.41)..... \$ <u>115.00</u> <input checked="" type="checkbox"/> Enclosed <input type="checkbox"/> Any deficiency is authorized to be charged to Deposit Account No. 03-3415.</p> <p>8. Deposit Account No. <u>03-3415</u> (Attach duplicate copy of this page if paying by deposit account)</p>
--	---

DO NOT USE THIS SPACE

9. Statement and signature.
To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Kieran G. Doyle May 22, 2001
Name of Person Signing Signature Date

Total number of pages including cover sheet, attachments, and document: 4

Mail to: U.S. Patent and Trademark Office, Office of Public Records, Crystal Gateway 4, Room 335, Washington, DC 20231

05/23/2001 10:08:00 AM 00000210 1897498

01 10:43:00 48.00 LP

02 11:48:00 15.00 DP

NMP/NMP/00001/902/208686.1

TRADEMARK
REEL: 002306 FRAME: 0413

TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is made the 18th day of May, 2001 between PRIMEDIA Magazines Inc., a corporation organized and existing under the laws of Delaware, with its principal place of business at 717 Fifth Avenue, New York, New York 10022 ("Assignor") and PRIMEDIA Enthusiast Publications, Inc., a corporation organized and existing under the laws of Pennsylvania, with its principal place of business at 4 High Ridge Park, Stamford, Connecticut 06905 ("Assignee").

WHEREAS, Assignor has used the trademarks listed in the Schedule hereto and owns the United States Registrations thereof shown in the Schedule (the "Trademarks"); and

WHEREAS, Assignee wishes to acquire all of Assignor's right, title and interest in and to the Trademarks and the goodwill associated therewith;

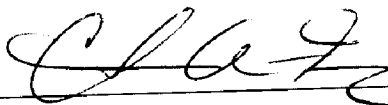
NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns, transfers, and conveys unto Assignee all of its rights, title and interest in and to the Trademarks, whether statutory or at common law,

including all registrations thereof, together with the goodwill of the business symbolized by the Trademarks, and the right to sue for, collect and retain all damages and profits and all other remedies for past infringements thereof.

THE SCHEDULE

Trademark	Registration No.	Registration Date
DRESSAGE TODAY (Stylized)	1,897,498	June 6, 1995
DRESSAGE TODAY	1,907,322	July 25, 1995
EQUUS (Stylized)	1,991,191	August 6, 1996
EQUUS	1,998,480	July 23, 1996

PRIMEDIA Magazines Inc.

By: 

Name: Christopher A. Fraser

Title: Vice President

NOTARIAL ACKNOWLEDGEMENT

STATE OF New York)
: ss.:
COUNTY OF New York)

On the 15th day of May, 2001, before me personally came Christopher Fraser, to me known, who being by me duly sworn, did depose and say that he/she is Vice President of PRIMEDIA Magazines Inc., the corporation described in and which executed the foregoing instrument; and that he/she signed his/her name thereto by order of the Board of Directors.

[Notarial Seal]


Notary Public

JASON OH
NOTARY PUBLIC, State of New York
No. 01OH5085430
Qualified in New York County
Commission Expires September 22, 2001