



Tab settings

To the Honorable Commissioner of Pa.

101792589

and original documents or copy thereof.

1. Name of conveying party(ies): **7-11-01**
DORCHESTER PUBLISHING CO., INC.

Individual(s) Association
 General Partnership Limited Partnership
 Corporation - New York
 Other _____

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies):
DORCHESTER PUBLISHING CO., INC.
 276 Fifth Avenue
 10th Floor
 New York, NY 10001

Individual(s) citizenship
 Association
 General Partnership
 Limited Partnership
 Corporation - Delaware
 Other _____



3. Nature of Conveyance:

Assignment Merger
 Security Agreement Change of Name
 Other - change in state of incorporation

Execution Date: July 27, 1994

If assignee is not domiciled in the United States, a domestic representative designator is attached: Yes No
 (Designations must be a separate document from assignment)
 Additional name(s) & address(es) attached? Yes No

4. Application number(s) or patent number(s) listed below

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1,529,693 - LEISURE;
 1,529,692 - L (stylized);
 1,906,142- LEISURE ROMANCE BOOK CLUB; and
 1,833,315- LOVE SPELL

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: GLENN A. GUNDERSEN
 DECHERT
 4000 BELL ATLANTIC TOWER
 1717 ARCH STREET
 PHILADELPHIA, PA. 19103-2793
 TEL. NO. (215) 994-2183

6. Total number of applications and registrations involved: 4

7. Total fee (37 CFR 3.41)\$ 115.00
 Enclosed
 Authorized to be charged to deposit account
 (Including any underpayment)

8. Deposit account number: 04-0475
 (Attach duplicate copy of this page if paying by deposit account)

07/31/2001 00000030 040475 1529693

DO NOT USE THIS SPACE

01 FC:401 40.00 CH
02 FC:402 75.00 CH

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.

Glenn A. Gundersen
Name of Person Signing

Glenn A. Gundersen
Signature

July 10, 2001
Date

Total number of pages including cover sheet, attachments, and document: [3]

SCHEDULE A

trademark registrations

<u>Mark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
LEISURE	1,529,693	March 14, 1989
L (stylized)	1,529,692	March 14, 1989

trademark applications

<u>Mark</u>	<u>App. No.</u>	<u>App. Date</u>
LOVE SPELL	74/322,291	October 13, 1992
LEISURE ROMANCE BOOK CLUB	74/532,323	June 1, 1994

ASSIGNMENT OF TRADEMARKS

STATE OF NEW YORK :
 : ss.
COUNTY OF NEW YORK :

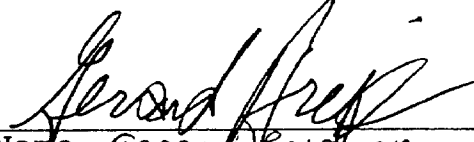
WHEREAS DORCHESTER PUBLISHING CO., INC., a New York corporation whose address is 276 Fifth Avenue, New York, New York 10001 ("Assignor"), has adopted, used and is using the trademarks shown in Schedule A hereto in its business, including those trademarks for which it has filed applications based on an intention to use for which it has filed allegations of use under Section 1(c) or 1(d) of the Trademark Act (15 U.S.C. 1051(c), (d)); and

WHEREAS DORCHESTER PUBLISHING CO., INC., a Delaware corporation formerly known as Dorchester Acquisition Corp. whose address from and after the date hereof will be 276 Fifth Avenue, 10th floor, New York, New York 10001 ("Assignee"), has on this date acquired from Assignor certain assets and property used in Assignor's business and is desirous of acquiring the trademarks shown in Schedule A hereto, the trade name "Dorchester Publishing Co., Inc.," and any other trademarks, service marks, trade dress, and trade names used in such business (collectively, the "Trademarks"), the registrations and applications for registration of the Trademarks shown in Schedule A and any other registrations and applications for registration of the Trademarks, and the goodwill of the business symbolized by the Trademarks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, and intending to be legally bound, Assignor hereby assigns to Assignee all right, title and interest in and to the Trademarks, together with the registrations and applications for registration of the Trademarks shown in Schedule A, any other registrations and applications for registration of the Trademarks, and the goodwill of the business symbolized by the Trademarks.

Dated: July 27, 1994

DORCHESTER PUBLISHING CO., INC.

By: 
Name: Gerard Brisman
Title: President

Subscribed and sworn to before me on July 27, 1994.


Notary Public

EDMOND M. COLLER
Notary Public, State of New York
No. 41-5761000
Qualified in Queens County
Commission Expires March 30, 1996

RECORDED: 07/11/2001

TRADEMARK
REEL: 002337 FRAME: 0374