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U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

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

1. Name of conveying party(ies): NYT Management Services 04/30/01
Individual(s) Association General Partnership Limited Partnership Corporation-State Other Business Trust
Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies) Name: Advance Magazine Publishers Inc. Internal Address: Street Address: Four Times Square City: N.Y. State: N.Y. Zip: 10036
Individual(s) citizenship Association General Partnership Limited Partnership Corporation-State New York Other
If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No (Designations must be a separate document from assignment) Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance: Assignment Merger Security Agreement Change of Name Other
Execution Date:

4. Application number(s) or registration number(s): A. Trademark Application No.(s) 75/574,989 B. Trademark Registration No.(s) 2,151,032
Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed: Name: Eric E. Gisolfi Internal Address: Sabin Bermant & Gould Street Address: Four Times Square City: N.Y. State: N.Y. Zip: 10036

6. Total number of applications and registrations involved: 47
7. Total fee (37 CFR 3.41): \$ 1190.00 Enclosed Authorized to be charged to deposit account
8. Deposit account number: 19-0004 (Attach duplicate copy of this page if paying by deposit account)

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. Eric E. Gisolfi Signature July 23, 2001 Date

Total number of pages including cover sheet, attachments, and document: 4
Mail documents to be recorded with required cover sheet information to: Commissioner of Patent & Trademarks, Box Assignments Washington, D.C. 20231

TRADEMARK REEL: 002339 FRAME: 0459

Trademark Name:	OwnerName	Registration No:	Application No:
GOLF DIGEST INSIDER	NYT MANAGEMENT SERVICES		75/574,989
THE GOLF COMPANY FROM GOLF DIGEST	NYT MANAGEMENT SERVICES		75/382,613
AMERICA'S 100 GREATEST GOLF COURSES	NYT MANAGEMENT SERVICES		75/321,418
THE GOLF COMPANY FROM GOLF DIGEST	NYT MANAGEMENT SERVICES		75/382,615
GOLF DIGEST MARKETPLACE	NYT MANAGEMENT SERVICES		75/382,621
AMERICA'S 100 GREATEST GOLF COURSES	NYT MANAGEMENT SERVICES		75/321,420
AMERICA'S 100 GREATEST GOLF COURSES	NYT MANAGEMENT SERVICES		75/321,409
AMERICA'S 100 GREATEST GOLF COURSES	NYT MANAGEMENT SERVICES		75/321,411
GOLF DIGEST	NYT MANAGEMENT SERVICES		75/382,620
GOLF DIGEST	NYT MANAGEMENT SERVICES		75/382,618
GOLF DIGEST	NYT MANAGEMENT SERVICES		76/171,798
GOLF WORLD BUSINESS	NYT MANAGEMENT SERVICES		76/057,191
GOLF WORLD BUSINESS	NYT MANAGEMENT SERVICES		76/057,192
BREAKING 100-90-80	NYT MANAGEMENT SERVICES		76/057,189
BREAKING 100-90-80	NYT MANAGEMENT SERVICES		76/057,190
THE UNFAIR ADVANTAGE	NYT MANAGEMENT SERVICES	2,151,032	75/314,790
GOLF COURSE LIVING	NYT MANAGEMENT SERVICES	2,129,641	75/297,535
GOLF COURSE LIVING	NYT MANAGEMENT SERVICES	2,086,657	75/116,599
GOLF DIGEST	NYT MANAGEMENT SERVICES	2,206,400	75/194,639
GOLF DIGEST	NYT MANAGEMENT SERVICES	2,354,011	75/382,619
THE GOLF COMPANY	NYT MANAGEMENT SERVICES	1,663,061	73/832,195
GOLF DIGEST	NYT MANAGEMENT SERVICES	2,433,802	75/382,616
GOLF DIGEST MARKETPLACE	NYT MANAGEMENT SERVICES	2,229,737	75/382,622
GOLF WORLD	NYT MANAGEMENT SERVICES	718,260	72/092,537
POCKET COACH	NYT MANAGEMENT SERVICES	2,198,636	75/404,053
PAR SAVERS	NYT MANAGEMENT SERVICES	2,198,635	75/404,049
GOLF DIGEST WOMAN	NYT MANAGEMENT SERVICES	2,211,182	75/415,814
THE GOLF COMPANY FROM GOLF DIGEST	NYT MANAGEMENT SERVICES	2,286,370	75/382,614
THE GOLF COMPANY CIRCLE LOGO	NYT MANAGEMENT SERVICES	2,244,577	75/448,540
GOLF COURSE LIVING	NYT MANAGEMENT SERVICES	2,053,688	75/121,427
GOLF DIGEST	NYT MANAGEMENT SERVICES	2,365,347	75/979,314
AMERICA'S 100 BEST GOLF SHOPS	NYT MANAGEMENT SERVICES	2,388,924	75/805,775
GOLF DIGEST	NYT MANAGEMENT SERVICES	2,354,010	75/382,617
HOW TO PLAY, WHAT TO PLAY, WHERE TO PLAY	NYT MANAGEMENT SERVICES	2,248,420	75/574,988
GOLF DIGEST MARKETPLACE	NYT MANAGEMENT SERVICES	2,229,767	75/977,896
RESEARCH RESOURCE CENTER and Design	NYT MANAGEMENT SERVICES	2,318,101	75/508,971

Trademark Name:	OwnerName	Registration No:	Application No:
GOLF DIGEST	NYT MANAGEMENT SERVICES	781,433	72/177,788
GOLF DIGEST DRIVING RANGE AND LEARNING CENTER AND DESIGN	NYT MANAGEMENT SERVICES	2,271,945	75/487,231
STROBE DRIVER DESIGN	NYT MANAGEMENT SERVICES	2,081,559	75/151,424
SCRATCH GOLF	NYT MANAGEMENT SERVICES	837,502	72/251,131
GOLF DIGEST	NYT MANAGEMENT SERVICES	2,310,354	75/395,735
ONE AND DESIGN	NYT MANAGEMENT SERVICES	1,235,855	73/249,789
PLACES TO PLAY	NYT MANAGEMENT SERVICES	2,110,148	75/153,273
GOLF SHOP OPERATIONS	NYT MANAGEMENT SERVICES	1,482,315	73/664,462
AMERICA'S 100 GREATEST GOLF COURSES	NYT MANAGEMENT SERVICES	2,190,107	75/321,421
AMERICA'S 100 GREATEST GOLF COURSES	NYT MANAGEMENT SERVICES	2,312,611	75/321,419
RESEARCH RESOURCE CENTER and Design	NYT MANAGEMENT SERVICES	2,363,723	75/508,992

**WORLDWIDE TRADEMARK ASSIGNMENT**

**WHEREAS**, NYT Management Services ("NYTMS"), a Massachusetts Business Trust, has applied for and/or registered the trademarks listed on the schedule attached hereto, and is the owner of said marks and registrations and applications therefor; and

**WHEREAS**, Advance Magazine Publishers Inc. ("AMPI"), a New York corporation located at Four Times Square, New York, New York 10036, is desirous of acquiring said marks and the registrations and applications therefor;

**NOW THEREFORE**, for good and valuable consideration, receipt of which is hereby acknowledged, effective April 2, 2001, NYTMS does hereby sell, assign, transfer and set over unto AMPI all right, title and interest in and to the marks listed on the Schedule attached hereto, together with the goodwill symbolized by said marks, and the registrations and applications therefor.

**NYT MANAGEMENT SERVICES**

By: Globe Newspaper Company, Inc.,  
as trustee

By:   
Rhonda L. Brauer

Signed at New York, New York

This 2nd day of April, 2001

Title: Assistant Clerk

**ADVANCE MAGAZINE PUBLISHERS INC.**

By:   
John W. Bellando

Signed at New York, New York

This 2nd day of April, 2001

Title: Executive Vice President