

Form PTO-1594 (Rev. 03/01) OMB No. 0651-0027 (exp. 5/31/2002) Tab settings

RECORDATION FORM COVER SHEET TRADEMARKS ONLY

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): Ziff Davis Publishing Holdings Inc. [] Individual(s) [] Association [] General Partnership [] Limited Partnership [x] Corporation-State [] Other Additional name(s) of conveying party(ies) attached? [] Yes [x] No

2. Name and address of receiving party(ies) Name: Mac Publishing, I.L.C. Internal Address: Street Address: 15th Floor, 301 Howard Street City: S.F. State: CA Zip: 94105 [] Individual(s) citizenship [] Association [] General Partnership [] Limited Partnership Delaware [x] Corporation-State [] 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: [x] Assignment [] Merger [] Security Agreement [] Change of Name [] Other Execution Date: October 5, 2001

4. Application number(s) or registration number(s): A. Trademark Application No.(s) B. Trademark Registration No.(s) 1,437,982 and 1,594,138 Additional number(s) attached [] Yes [x] No

5. Name and address of party to whom correspondence concerning document should be mailed: Name: Tara Garfinkle, Trademark Administrator Internal Address: Ziff Davis Publishing Holdings Inc. Street Address: 28 East 28th Street, 14th Fl. City: New York State: NY Zip: 10016

6. Total number of applications and registrations involved: 2 7. Total fee (37 CFR 3.41): \$ 50.00 [] Enclosed [x] Authorized to be charged to deposit account 8. Deposit account number: 501540 (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. Carolyn Schurr Levin Signature October 5, 2001 Date

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

Mail documents to be recorded with required cover sheet information to: Commissioner of Patent & Trademarks, Box Assignments Washington, D.C. 20231

TRADEMARK ASSIGNMENT

WHEREAS, Ziff Davis Publishing Holdings Inc., a Delaware corporation ("Assignor"), having its principal place of business at 28 East 28th Street, New York, NY 10016, desires to convey its entire right, title and interest in and to the marks set forth below;

WHEREAS, Mac Publishing, L.L.C., a Delaware limited liability company ("Assignee"), having its principal place of business at 15th Floor, 301 Howard Street, San Francisco, CA 94105, is desirous of acquiring the Assignor's entire right, title and interest in and to said marks, and the registrations and applications for registration thereof, and the goodwill of the business symbolized thereby;

WHEREAS, the Assignor's parent and Assignee are parties to a Membership Interest Purchase Agreement, dated as of October 5, 2001 (the "Purchase Agreement"); and

WHEREAS, Section 6.2(h) of the Purchase Agreement requires that Assignor and Assignee enter into this Assignment;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor hereby agrees as follows:

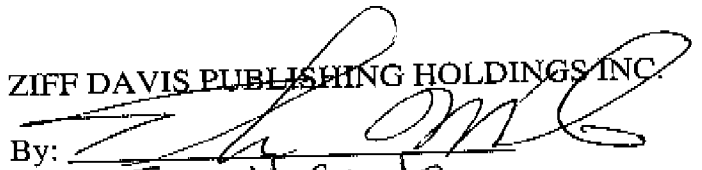
The Assignor hereby assigns to the Assignee all of its right, title and interest in and to the following United States marks:

<u>Mark</u>	<u>Serial No.</u>
MACUSER	1,437,982
MACWEEK	1,594,138

together with all of its right, title and interest in and to the above-identified U.S. pending applications for registration and registrations, all registrations issuing thereon and renewals thereof, together with the goodwill of the business associated with the use of, and symbolized by, said marks, the ongoing and existing business, or portion thereof, associated with the marks, and all rights of action accrued and to accrue under and by virtue thereof, including, without limitation, the right to sue and recover for past infringement and passing off of said marks.

IN WITNESS WHEREOF, the Assignor has executed this Assignment as an instrument under seal.

ZIFF DAVIS PUBLISHING HOLDINGS INC.

By: 
 Name: Tom McGrade
 Title: Chief Operating Officer and Senior Executive Vice President

Date: October 5, 2001