

08-17-2001



8-8-01

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RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

New

Resubmission (Non-Recordation)
Document ID #

Correction of PTO Error
Reel # Frame #

Corrective Document
Reel # Frame #

Conveyance Type

Assignment License

Security Agreement Nunc Pro Tunc Assignment
Effective Date
Month Day Year

Merger

Change of Name

Other

Conveying Party

Mark if additional names of conveying parties attached

Name

Execution Date
Month Day Year

Formerly

Individual General Partnership Limited Partnership Corporation Association

Other

Citizenship/State of Incorporation/Organization

Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)
City

State/Country

Zip Code

Individual General Partnership Limited Partnership If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

Corporation Association

Other

Citizenship/State of Incorporation/Organization

FOR OFFICE USE ONLY

08/15/2001 TBI/AZI 0000067 1327412

01 FC:481
02 FC:482

40.00 OP
125.00 OP

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Mail documents to be recorded with required cover sheet(s) information to:
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

TRADEMARK
REEL: 2349 FRAME: 0914

Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name
Address (line 1)
Address (line 2)
Address (line 3)
Address (line 4)

Correspondent Name and Address

Area Code and Telephone Number

Name
Address (line 1)
Address (line 2)
Address (line 3)
Address (line 4)

Pages

Enter the total number of pages of the attached conveyance document including any attachments.

#

Trademark Application Number(s) or Registration Number(s)

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)			Registration Number(s)		
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1357412"/>	<input type="text" value="0572151"/>	<input type="text" value="1009579"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="2010270"/>	<input type="text" value="1024658"/>	<input type="text" value="0789364"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Number of Properties

Enter the total number of properties involved.

#

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

\$

Method of Payment: Enclosed Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number: #

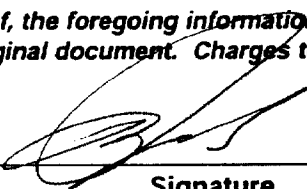
Authorization to charge additional fees: Yes No

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. Charges to deposit account are authorized, as indicated herein.

David Jacobs

Name of Person Signing



Signature

August 8, 2001

Date Signed

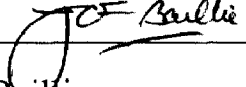
TRADEMARK ASSIGNMENT

WHEREAS, PETERSEN PUBLISHING COMPANY, L.L.C., a Delaware Corporation, with its principal place of business at 6420 Wilshire Boulevard, 19th Floor, Los Angeles, California 90048 ("Assignor"), has adopted, owns and is using all marks in the attached schedule ("the Marks") in connection with the goods and/or services identified in said schedule.

WHEREAS, EMAP USA, INC., a Delaware corporation, with its principal place of business at 6420 Wilshire Boulevard, 19th Floor, Los Angeles, California 90048 ("Assignee"), desires to acquire "the Marks";

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Marks on the attached schedule, together with the goodwill of the business symbolized by the Marks on that schedule.

PETERSEN PUBLISHING COMPANY, L.L.C.

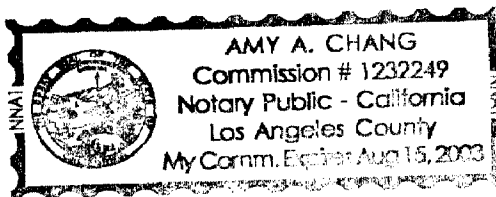
By: 
Name: John Bailie
Title: Executive Vice President and Chief Financial Officer

Dated effective as of: 06/27/00

SUBSCRIBED and SWORN to before me this 27th day of June, 2000.

Amy A. Chang
Notary Public

My Commission Expires: Aug. 15, 2003



SCHEDULE A

U.S. TRADEMARK/SERVICE MARK REGISTRATIONS

MARK	REG. NO.	ISSUE DATE
BICYCLE GUIDE	1,357,412	08/27/85
HOT ROD (Stylized)	0,572,151	03/17/53
MISS TEENAGE AMERICA	1,009,579	04/29/75
ALL ABOUT YOU!	2,010,270	10/22/96
SPORT (Stylized)	1,024,658	11/11/75
'TEEN (Stylized)	0,789,364	05/11/65

LA:177617.1

Petersen Publishing Co./Petersen Publishing Company, L.L.C.

RECORDED: 08/08/2001

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