

08-29-2001

Tab settings 000Y

To the Honorable Commissioner of Pa



101826838

Attached original documents or copy thereof.

Address of receiving party(ies)

1. Name of conveying party(ies):

Zeneca Inc.

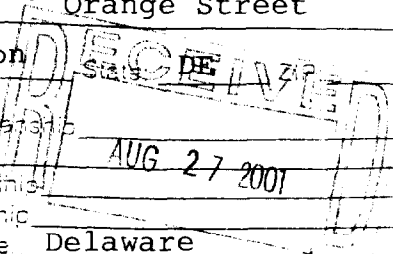
7-27

Name: Avecia Inc.

Internal Address: Corporation Trust Center

Street Address: 1209 Orange Street

City: Wilmington



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

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

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

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
- Security Agreement
- Other
- Merger
- Change of Name

Election Date: July 24, 2001

4. Application number(s) or patent number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2,339,301

Additional numbers attached? Yes No

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

Name: H. John Campaign

Internal Address: Graham, Campaign P.C.
Suite 1300

Street Address: 36 West 44th Street

City: New York State: NY ZIP: 10036

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 3.41) \$ 40.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

(Attach duplicate copy of this page if paying by deposit account)

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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.

H. John Campaign

Name of Person Signing

Signature

August 22, 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 Patents & Trademarks, Box Assignments
Washington, D.C. 20231

TRADEMARK
REEL: 002357 FRAME: 0640

DEED OF ASSIGNMENT

WHEREAS, **ZENECA INC.**, a corporation organized and existing under the laws of the State of Delaware, located and doing business at 1800 Concord Pike, P.O. Box 15438, Wilmington, Delaware 19850-5438, U.S.A., is the owner of the trademark THE FUN TIMES and Design of a Banner (with the words "America's Guide to Pool and Spa Fun") for print magazines featuring information of interest to pool and spa owners, and a registration thereof, No. 2,339,301, in the United States Patent and Trademark Office; and

*W/O
24/7/01*

WHEREAS, ^{AVECIA INC.}~~ZSC INC.~~ a corporation organized and existing under the laws of the State of Delaware, located and doing business at Corporation Trust Center, 1209 Orange Street, Wilmington, Delaware, U.S.A., is desirous of acquiring all rights, title and interest in and to the foregoing trademark, together with the registration thereof and the goodwill of the business symbolized thereby.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, **ZENECA INC.** does hereby assign unto ^{AVECIA INC.}~~ZSC INC.~~ all of its rights, title and interest in and to said trademark, together with the registration thereof, the goodwill of the business symbolized thereby, and the right to sue and collect damages for any past or present infringement of said trademark.

*W/O
24/7/01*

ZENECA INC.

[Signature] 24/7/01

Name:

Title:

Date: **William Robert McAllen Spence**
authorised signatory