

10-15-2001



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RECORDATION SHEET  
101873637  
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  
 Execution Date  
 Month Day Year  
 06302001

Name DANCE MAGAZINE, INC.

Formerly \_\_\_\_\_

- Individual  General Partnership  Limited Partnership  Corporation  Association
- Other \_\_\_\_\_
- Citizenship/State of Incorporation/Organization NEW YORK

Receiving Party

Mark if additional names of receiving parties attached

Name MACFADDEN DANCE MAGAZINE LLC

DBA/AKATA \_\_\_\_\_

Composed of \_\_\_\_\_

Address (line 1) 333 SEVENTH AVENUE

Address (line 2) \_\_\_\_\_

Address (line 3) NEW YORK City NEW YORK State/Country 10001 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 LIMITED LIABILITY COMPANY
- Citizenship/State of Incorporation/Organization DELAWARE

FOR OFFICE USE ONLY

Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

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

**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" value="76/258672"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="2153536"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0597109"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="2023369"/>	<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.

ADAM M. COHEN

Name of Person Signing

[Signature]

Signature

10/4/01

Date Signed

ASSIGNMENT OF TRADEMARKS

THIS ASSIGNMENT OF TRADEMARKS is made as of this 30<sup>th</sup> day of June, 2001, by and between DANCE MAGAZINE, INC., ("Assignor") a New York corporation, having an office at 33 West 60<sup>th</sup> Street, New York, New York 10023 and MACFADDEN DANCE MAGAZINE LLC ("Assignee"), a Delaware limited liability company, having its offices at 333 SEVENTH AVENUE, NEW YORK, NY 10001.

WITNESSETH:

WHEREAS, Assignor and Assignee have entered into an Asset Purchase Agreement dated as of June 30, 2001 (hereinafter called the Purchase Agreement), providing for the sale by Assignor to Assignee on the date hereof of certain of the assets of Assignor, including, among other things, all right, title and interest of Assignor in and to certain trademarks set forth in Schedule A attached hereto (the "Trademarks").

NOW, THEREFORE, for the purpose of making said Bill of Sale more definite as to certain of the assets conveyed thereby, but in no manner limiting or restricting such assets or said Bill of Sale, and for good and valuable consideration, the adequacy and receipt of which is hereby acknowledged by Assignor, Assignor does hereby sell, assign, transfer, convey and deliver unto Assignee, its successors and assigns, forever, all right, title and interest throughout the world in and to the marks set forth on Schedule A hereto and any and all renewals and applications for renewal of same, including the goodwill of the business in connection with each respective trademark, together with the ongoing and existing business associated with the "Little Dancer" mark that is the subject of Application Serial number 76/258672, and all claims for

damages, profits, and costs, both in equity and at law, for any infringement or infringements of said trademark rights accruing on or before the date of this assignment.

IN WITNESS WHEREOF, Assignor has caused this Assignment of Trademarks to be signed by its duly authorized representative and its seal affixed on the date first hereinabove set forth.

DANCE MAGAZINE, INC.

By: *Robert D. Stern*  
Robert D. Stern, Chief Executive Officer

[Corporate Seal]

Attest:

*Mitchell Stern*  
Title: *Asst Secretary*

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

On this 26 day of July, 2001, before me personally came ROBERT D. STERN, to me known, who, being by me duly sworn, did depose and say that he resides at 2 Imperial Landing Westport, CT 06880; that he is the Chief Executive Officer of DANCE MAGAZINE, INC., the corporation described herein and which executed the above instrument; that he knows the seal of said corporation; that the seal affixed to said instrument is such corporate seal; that it was so affixed by order of the Board of Directors of said corporation; and that he signed his name thereto by like order.

*Kelli*  
Notary Public

KENNETH H. VENNERRA  
NOTARY PUBLIC, State of New York  
No. 02VE6057264  
Qualified in New York County  
Commission Expires April 16, 2003

**SCHEDULE A TO ASSIGNMENT OF TRADEMARKS**

<b><u>Trademark</u></b>	<b>Registration No. (RN) or <u>Serial No. (SN)</u></b>	<b><u>Registration Date</u></b>
Dance Magazine	(US) 74/723,989 (Canada) 503,357	December 17, 1996
Dance	(US) 597,109 (Canada) 502,477	
The Young Dancer	(US) 75/219,383 (Canada) 503,338	
Little Dancer	(US) 76/258,672	