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U.S. Patent & TMO/TM Mail Rcpt Dt. #70

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

(Rev. 03/01)

OMB No. 0651-0027 (exp. 5/31/2002)

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

1. Name of conveying party(ies):

**Altamont Press, Inc.** 11-19-01

- Individual(s)
- Association
- General Partnership
- Limited Partnership
- Corporation-State **North Carolina**
- Other \_\_\_\_\_

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

3. Nature of conveyance:

- Assignment
- Merger
- Security Agreement
- Change of Name
- Other \_\_\_\_\_

Execution Date: **October 2, 2001**

2. Name and address of receiving party(ies)

Name: **Sterling Publishing Co., Inc.**

Internal Address: \_\_\_\_\_  
Address: \_\_\_\_\_

Street Address: **387 Park Avenue South**

City: **New York** State: **NY** Zip: **10016**

- 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

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

<b>1,070,985</b>	<b>2,149,262</b>
<b>1,071,432</b>	<b>2,404,008</b>

Additional number(s) attached  Yes  No

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

Name: **James Reisman, Esq.**

Internal Address: **Gottlieb, Rackman & Reisman**

Street Address: **270 Madison Avenue**

City: **New York** State: **NY** Zip: **10016**

6. Total number of applications and registrations involved: \_\_\_\_\_

**4**

7. Total fee (37 CFR 3.41).....\$**115.00**

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

**07-1730 (to be used only if necessary)**

(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.

**James Reisman**  
Name of Person Signing

*James Reisman*  
Signature

**Nov. 16, 2001**  
Date

**6**

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

11/21/2001 00000051 1070985

01 FC:481  
02 FC:482

40.00 OP  
75.00 OP

**TRADEMARK**  
**REEL: 002398 FRAME: 0582**

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## ASSIGNMENT

ASSIGNMENT made this 2nd day of October, 2001, by and between Altamont Press, Inc. ("Assignor"), a North Carolina corporation, having a place of business at 50 College Street, Asheville, North Carolina 28801 and Sterling Publishing Co., Inc.

("Assignee"), a New York corporation, having a principal place of business at 387 Park Avenue South, New York, New York 10016-8810.

WHEREAS, Assignor owns and has used, or is using, certain trademarks, service marks, trade names, business names and domain names including, but not limited to, those identified in the attached Schedules A, B, C, and D (all collectively hereinafter referred to as the "Marks") in the United States.

WHEREAS, Assignee is desirous of acquiring the Marks and the goodwill of the business associated therewith, as well as all federal and state applications and registrations therefor.

NOW, THEREFORE, in consideration of Ten (\$10.00) Dollars, the receipt of which is hereby acknowledged, Assignor conveys, transfers, and assigns to Assignee all Assignor's rights, title, and interest of any kind in and to all Assignor's Marks, and including but not limited to, all the Marks and federal, state, and foreign applications and registrations therefor identified in Schedules A and B together with the good will of the business symbolized thereby.

Assignor further assigns to Assignee all rights to sue for and receive all damages occurring from past infringing uses of the Marks.

Assignor warrants that it has good and valid title to the Marks assigned hereunder, including the applications and registrations therefor. Assignor agrees that upon request by Assignee, Assignor shall execute all papers, make all rightful oaths, testify on behalf of Assignee and do all other lawful acts necessary to carry out the intent of this Assignment at Assignee's expense and request, as well as provide such other material, information, or assistance as Assignee may consider necessary.

This Assignment shall be binding on the parties, their successors and/or assigns and all others acting by, through, with, or under their direction, and all those in privity therewith.

ALTAMONT PRESS, INC.

BY Steve P

State of North Carolina )  
County of Buncombe ) ss.:

On the 2nd day of October in the year 2001 before me, the undersigned, personally appeared S. ROBERT FULLEYN, personally known to me or proved to me on the basis of satisfactory evidence to the individual whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his capacity, and that by his signature on the instrument, the individual, or the person upon behalf of which the individual acted, executed the instrument.

My Commission expires:  
12-10-04

Katricia A. Wald  
NOTARY PUBLIC

Schedule A

Assignment between  
ALTAMONT PRESS, INC.  
and  
STERLING PUBLISHING CO., INC.

U. S. Trademark Registrations

<u>Registration Nos.</u>	<u>Mark</u>	<u>Issue Date</u>
2,149,262	LARK BOOKS and design	April 7, 1998
1,614,852	FOLKWEAR and design	August 16, 1977
1,071,432	FOLKWEAR	August 16, 1977
1,070,985	FOLKWEAR and design	August 16, 1977
2,404,008	WEEKEND CRAFTER	November 14, 2000

Schedule B

Assignment between  
ALTAMONT PRESS, INC.

and

STERLING PUBLISHING CO., INC.

Common Law Marks

Tradenames

Lark Communications

Lark Books

Lark Books - Celebrating  
the Creative Spirit

Lark Books Catalog

Fiberarts

Fiberarts, The Magazine of  
Textiles

Folkwear Patterns

Nine Press

Business Names

Lark Communications

Lark Books

Lark Books - Celebrating the  
Creative Spirit

Lark Books Catalog

Fiberarts

Fiberarts, The Magazine of  
Textiles

Folkwear Patterns

Nine Press

Domain Names

www.larkbooks.com

www.craftbooks.com