

12-06-2001

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



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

101908407

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

1. Name of conveying party(ies): PRIMEDIA Magazines Inc. 11-101
Individual(s) Association General Partnership Limited Partnership Corporation-State Other
Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies) Name: PRIMEDIA Enthusiast Publications, Inc. Internal Address: Street Address: 4 High Ridge Park City: Stamford State: CT Zip: 06905
Individual(s) citizenship Association General Partnership Limited Partnership Corporation-State Pennsylvania 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: Assignment Merger Security Agreement Change of Name Other Correction of Reel/Frame 2306/0413
Execution Date: May 18, 2001

4. Application number(s) or registration number(s): A. Trademark Application No.(s) B. Trademark Registration No.(s) 1,988,480
Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed: Name: Kieran G. Doyle, Esq. Internal Address: Cowan, Liebowitz & Latman, P.C. Street Address: 1133 Avenue of the Americas 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: 03-3415
(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. Kieran G. Doyle Signature Date 12/1/01
Name of Person Signing Signature Date

Total number of pages including cover sheet, attachments, and document: 7

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

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TRADEMARK REEL: 002403 FRAME: 0050

5/23/01

05-31-2001



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U.S. Department of Commerce
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):
PRIMEDIA Magazines Inc.

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

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

2. Name and Address of receiving party(ies)

Name: PRIMEDIA Enthusiast Publications, Inc.
 Address: 4 High Ridge Park
 Stamford, Connecticut 06905

3. Nature of conveyance:

Assignment Merger
 Security Agreement Change of Name
 Other _____

Execution Date: May 18, 2001

Individual(s) citizenship
 Association
 General Partnership
 Limited Partnership
 Corporation-State Pennsylvania
 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) 1897498
1907322
1991191
1998480

Additional numbers attached? Yes No

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

Cowan, Liebowitz & Latman, P.C.
 1133 Avenue of the Americas
 New York, NY 10036-6799

Attn: Kieran G. Doyle, Esq.

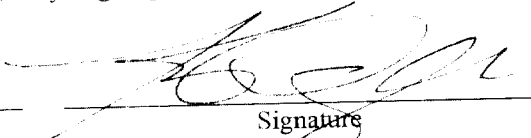
6. Total number of applications and registrations involved: 4

7. Total fee (37 CFR 3.41)..... \$ 115.00
 Enclosed
 Any deficiency is authorized to be charged to
 Deposit Account No. 03-3415.

8. Deposit Account No. 03-3415
 (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.

Kieran G. Doyle  May 22, 2001
 Name of Person Signing Signature Date

Total number of pages including cover sheet, attachments, and document: 4

Mail to: U.S. Patent and Trademark Office, Office of Public Records, Crystal Gateway 4, Room 335, Washington, DC 20231

TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is made the 18th day of May, 2001 between PRIMEDIA Magazines Inc., a corporation organized and existing under the laws of Delaware, with its principal place of business at 717 Fifth Avenue, New York, New York 10022 ("Assignor") and PRIMEDIA Enthusiast Publications, Inc., a corporation organized and existing under the laws of Pennsylvania, with its principal place of business at 4 High Ridge Park, Stamford, Connecticut 06905 ("Assignee").

WHEREAS, Assignor has used the trademarks listed in the Schedule hereto and owns the United States Registrations thereof shown in the Schedule (the "Trademarks"); and

WHEREAS, Assignee wishes to acquire all of Assignor's right, title and interest in and to the Trademarks and the goodwill associated therewith;


NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns, transfers, and conveys unto Assignee all of its rights, title and interest in and to the Trademarks, whether statutory or at common law,

including all registrations thereof, together with the goodwill of the business symbolized by the Trademarks, and the right to sue for, collect and retain all damages and profits and all other remedies for past infringements thereof.

THE SCHEDULE

Trademark	Registration No.	Registration Date
DRESSAGE TODAY (Stylized)	1,897,498	June 6, 1995
DRESSAGE TODAY	1,907,322	July 25, 1995
EQUUS (Stylized)	1,991,191	August 6, 1996
EQUUS	1,988,480	July 23, 1996

PRIMEDIA Magazines Inc.

By: 

Name: Christopher A. Fraser

Title: Vice President

NOTARIAL ACKNOWLEDGEMENT

STATE OF New York)
: ss.:
COUNTY OF New York)

On the 16th day of May, 2001, before me personally came Christopher Fraser, to me known, who being by me duly sworn, did depose and say that he/she is Vice President of PRIMEDIA Magazines Inc., the corporation described in and which executed the foregoing instrument; and that he/she signed his/her name thereto by order of the Board of Directors.

[Notarial Seal]


Notary Public

JASON OH
NOTARY PUBLIC, State of New York
No. 01OH5085430
Qualified in New York County
Commission Expires September 22, 2001