

01-04-2002

2002



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

HEET -Y U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

RE

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

1. Name of conveying party(ies):

Editions Play Bac, S.A.

1-7-07

- Individual(s) Association General Partnership Limited Partnership Corporation-State France 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: 05 19 95

2. Name and address of receiving party(ies)

Name: Groupe Play Bac, S.A.

Internal Address:

Street Address: 33 Rue Du Petit-Musc

City: Paris State: France Zip: 75004

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

1,753,232; 1,848,255;

Additional number(s) attached Yes No 1,855,706

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

Name: Edward Klagsbrun

Internal Address: McLaughlin & Stern LLP

Street Address: 260 Madison Avenue

City: New York State: NY Zip: 10016

6. Total number of applications and registrations involved:

3

7. Total fee (37 CFR 3.41): \$ 90

(previously paid)

- Enclosed Authorized to be charged to deposit account

8. Deposit account number:

(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.

Oliver R. Chernin Name of Person Signing

Oliver Chernin Signature

11/12/2001 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

TRADEMARK REEL: 002416 FRAME: 0713

DESIGNATION OF DOMESTIC REPRESENTATIVE

Mark: **BRAIN QUEST**
Reg. No.: 1,753,232
Registered: February 16, 1993

1.2.02

Groupe Play Bac, S.A., a corporation organized under the laws of France, having a business address of 33 Rue du Petit-Musc, 75004 Paris, France, being the joint owner of the above-referenced trademark registration, hereby appoints Edward Klagsbrun, Esq. of Deutsch, Klagsbrun & Blasband, 800 Third Avenue, New York, New York 10022, as its domestic representative in the United States upon whom notice or process in proceedings affecting the mark may be served.

Groupe Play Bac, S.A.

François Dufour.

Name: François Dufour
Position: President

December 8, 2000

**RECORDATION FORM COVER SHEET
TRADEMARKS ONLY**

2-E-01

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
 - Merger
 - Change of Name
 - Other
- Effective Date
Month Day Year
 05 15 95

Conveying Party

Mark if additional names of conveying parties attached

Execution Date
Month Day Year

Name Editions Play Bac, S.A.

Formerly

- Individual
- General Partnership
- Limited Partnership
- Corporation
- Association

Other

Citizenship/State of Incorporation/Organization France

Receiving Party

Mark if additional names of receiving parties attached

Name Groupe Play Bac, S.A.

DBA/AKA/TA

Composed of

Address (line 1) 33 Rue Du Petit-Musc

Address (line 2)

Address (line 3) Paris

City

France

State/Country

75004

Zip Code

- Individual
- General Partnership
- Limited Partnership

- Corporation
- Association

Other

Citizenship/State of Incorporation/Organization France

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.)

FOR OFFICE USE ONLY

03/07/2001 TDIAZ1 00000125 040844 1753232

01 FC:481 40.00 CH
02 FC:482 50.00 CH

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:
Commissioner of Patents and 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"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1,753,232"/>	<input type="text" value="1,848,255"/>	<input type="text" value="1,855,706"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<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.

Name of Person Signing Signature Date Signed

**RECORDATION FORM COVER SHEET
CONTINUATION
TRADEMARKS ONLY**

FORM PTO-1618C
Expires 06/30/99
OMB 0651-0027

U.S. Department of Commerce
Patent and Trademark Office
TRADEMARK

Conveying Party

Enter Additional Conveying Party

Mark if additional names of conveying parties attached

Execution Date
Month Day Year

Name

Formerly

Individual General Partnership Limited Partnership Corporation Association

Other

Citizenship State of Incorporation/Organization

Receiving Party

Enter Additional 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 the Assignment.)

Corporation Association

Other

Citizenship/State of Incorporation/Organization

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

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

Trademark Application Number(s)

Registration Number(s)

<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
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<input type="text"/>	<input type="text"/>	<input type="text"/>

GREFFE DU TRIBUNAL
DE :

Côté réservé au Greffier

CODE GREFFE :

REGISTRE DU COMMERCE ET DES SOCIÉTÉS

IMMATRICULATION	<input type="checkbox"/> PRINCIPALE <input type="checkbox"/> SECONDAIRE	INSCRIPTION	<input type="checkbox"/> COMPLÉMENTAIRE <input type="checkbox"/> MODIFICATIVE	<input type="checkbox"/> CORRECTION <input type="checkbox"/> RADIATION
Date d'arrivée au Greffe :		Numéro d'arrivée au Greffe :		

NOTA : Les Greffiers et l'Institut National de la Propriété Industrielle sont astreints et seuls habilités à délivrer à toute personne qui en fait la demande des certificats, copies ou extraits des inscriptions portées au registre et actes déposés en annexe, sauf en ce qui concerne les inscriptions radiées, qui sont communiquées dans les conditions fixées par l'arrêté (du 24 septembre 1984), prévu à l'article 88 (décret n° 84-406 du 30 mai 1984, art. 67)

PIÈCES JUSTIFICATIVES
ACTIVITÉS RÉGLEMENTÉES (pièce n° 24) :
DATE DE DÉPÔT des STATUTS :
OBSERVATIONS du GREFFIER :

01 Juin 1995

La conformité des déclarations ci-annexées avec les pièces justificatives produites en application des règlements a été vérifiée par le Greffier soussigné qui a procédé en conséquence à l'inscription ci-dessus désignée
DATE DE L'INSCRIPTION :
Certifié, le Greffier

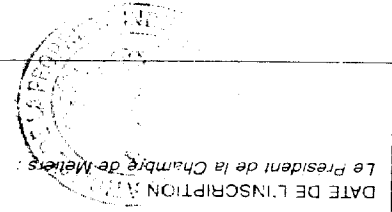


CADRE RÉSERVÉ
AU REGISTRE
NATIONAL
DU COMMERCE
ET DES SOCIÉTÉS

Signature

CADRE RÉSERVÉ
A L'INSTITUT
NATIONAL
DE LA PROPRIÉTÉ
INDUSTRIELLE

La conformité des déclarations ci-annexées avec les pièces justificatives produites en application des règlements a été vérifiée sous notre responsabilité



STAGE D'INITIATION A LA GESTION

Attestation - date de délivrance :
Dispense - motif de la dispense :
Demande de renseignements complémentaires :
Productions des renseignements demandés :
Date limite de la décision du Président :
Date de dépôt de la demande :
en cas de DÉCISION DU PRÉSIDENT DE LA CHAMBRE DE MÉTIERS (article 11 du décret du 10/05/84)
en cas de PASSAGE en COMMISSION DU REPERTOIRE DES MÉTIERS (article 12 et 13 du décret du 10/05/84)

Annexe :
Date de la transmission :
Date de la notification :
Paiement de la redevance : en F. :
Espèces :
Chèque bancaire :
Référence au Registre et souche :
Affichage ou :
au :

Président du Tribunal de Commerce de Paris

DEMANDE D'IMMATRICULATION
 INSCRIPTION DE MENTION DE CONJOINT
 COLLABORATEUR (voir article 11 du décret du 10/05/84)

DEMANDE DE RADIATION
 RADIATION DE MENTION DE CONJOINT
 COLLABORATEUR (voir article 11 du décret du 10/05/84)

DÉCLARATION DE MODIFICATION

REPERTOIRE DES MÉTIERS

DE :

NUMÉRO D'IMMATRICULATION RM :
NOM OU DÉNOMINATION :
Côté réservé à la Chambre de Métiers

TRADEMARK
CHAMBRE DE MÉTIERS
REEL : 002416 FRAME : 0718

Numéro de référence :
SIGLE :
NUMERO D'IMMATRICULATION RCS :
NOM OU DÉNOMINATION :

M* TRANSLATION FROM THE FRENCH

COPY RESERVED FOR THE REGISTRAR

C E R F A
N° 90-0129

DECLARATION OF:

MODIFICATION OF NAME OF THE CORPORATE ENTITY

MAY 15, 1995

CORPORATE ENTITY

CFE OF:
THE PARIS CHAMBER OF
COMMERCE & INDUSTRY

M2

C 75 01 536483 7

DECLARATION
PRESENTED TO CFE:
ON MAY 30, 1995

86 B 14407

G U I D A B T

MAIN REGISTRATION NUMBERS

31409

PARIS CORPORATE REGISTRY B 339 491 789

** NEW IDENTIFICATION AS OF MAY 15, 1995 **

** FORMER IDENTIFICATION **

CORPORATE NAME: GROUPE PLAY BAC

CORPORATE NAME:

PLAY BAC

HEAD OFFICES: 33, RUE DU PETIT-MUSC

75004 PARIS, FRANCE

SIRET N°: 339 491 789 00014

MODIFIED ON:

LEGAL STRUCTURE: LIMITED-LIABILITY COMPANY (S. A. R. L.)

MAIN ACTIVITIES OF COMPANY:

DESIGN PUBLISHING COMMUNICATION DISSEMINATION PROMOTION BY ANY MEANS &

ANY PRODUCTS WORKS SERVICES FOR THE DEVELOPMENT OF INFORMATION SYSTEM INSTRUCTION

NUMBER OF SALARIED WORKFORCE: 4

CORPORATE MAIL ADDRESS:

GROUPE PLAY BAC
33, RUE DU PETIT-MUSC
75004 PARIS, FRANCE

[SEAL OF THE
INSTITUT NATIONAL DE
LA PROPRIÉTÉ INDUSTRIELLE
(NATIONAL INSTITUTE OF IN-
DUSTRIAL PROPERTY), COR-
PORATE REGISTRY]

THE UNDERSIGNED:

MR. BARBAT , BRUNO

ISSUED IN: PARIS, FRANCE

ON: MAY 30, 1995

SIGNATURE:

signature

REQUESTS THAT THIS DOCUMENT CONSTITUTE
AN APPLICATION FOR MODIFICATION OF REGISTRATION WITH THE CORPORATE
REGISTRY

DECLARATION TO *SÉCURITÉ SOCIALE* (HEALTH PLAN) SERVICES, TO THE *I. N. S. E. E.* (NATIONAL
STATISTICS OFFICE) & IF EMPLOYER OR WHEN CEASES TO BE SUCH, TO *SÉCURITÉ SOCIALE*, LABOR
INSPECTION & TO THE NATIONAL EMPLOYMENT AGENCY

TRADEMARK

REEL: 002416 FRAME: 0720

REGISTRAR OF THE COURT

Side reserved for the Registrar

Reference No.:

OF:

R.C.S. Registration No:
Corporate Name:

REGISTRAR CODE:

Acronym:

CORPORATE REGISTRY

REGISTRATION

- MAIN
- SECONDARY

ENTRY

- ADDITIONAL
- MODIFYING

- RECTIFICATION
- WITHDRAWAL

Date of Reception by the Registrar:

Registrar Reception No.:

NOTE:

The Registrars and the *Institut National de la Propriété Industrielle* (The National Institute of Industrial Property) are compelled to and are the only parties authorized to issue, to any party requesting such certificates, copies or excerpts of entries performed in the Registry and documents filed in appendix thereto, with exception made for entries of withdrawal which are notified in the conditions set down by the (September 24, 1984) Order as detailed in Article 88 (Decree No 84-406 of May 30, 1984, Article 67).

DOCUMENTS-IN-PROOF:

GOVERNED ACTIVITIES:

FILING DATE OF THE ARTICLES OF INCORPORATION:

REGISTRAR'S REMARKS:

The conformity of the statements appended hereto with the documents of proof shown in compliance of the regulations has been verified by the undersigned Registrar who has, consequently, performed the entry described hereabove.

DATE OF THE ENTRY:
Certified, the Registrar:

JUNE 1, 1995

SEAL OF
THE PARIS
COMMERCIAL
COURT
Signature

SQUARE

RESERVED
FOR THE
NATIONAL
CORPORATE
REGISTRY

EXTRAIT KBIS

EXTRAIT AU 02 NOVEMBRE 1995

COMMISSAIRE AUX COMPTES SUPPLEANT SCP JEAN-CLAUDE DESTRUEL ET JEAN
BERNADET
050 RUE DE LA CHAUSSEE D'ANTIN 75009 PARIS
PARIS NO RCS D318547221

RENSEIGNEMENTS RELATIFS A L'ACTIVITE COMMERCIALE :

ORIGINE DE LA SOCIETE : CETTE SOCIETE SE CONSTITUE

ORIGINE DU FONDS : CREATION D'UN FONDS DE COMMERCE

ACTIVITE : LA CONCEPTION, LA FABRICATION, L'EDITION, LA
COMMUNICATION, LA DIFFUSION ET LA PROMOTION, PAR TOUS MOYENS
EXISTANTS, DE TOUS PRODUITS, OUVRAGES OU SERVICES DESTINES A
DEVELOPPER L'INSTRUCTION L'INFORMATION ET LES LOISIRS DE MEME QU'A
FAVORISER LES CONNAISSANCES HUMAINES DANS TOUS LES DOMAINES

ADRESSE DU PRINCIPAL ETABLISSEMENT
033 RUE DU PETIT MUSC 75004 PARIS

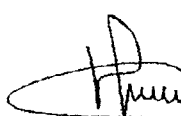
DEBUT D'EXPLOITATION LE 18 DECEMBRE 1986

MODE D'EXPLOITATION : EXPLOITATION DIRECTE

OBSERVATIONS

EXTRAIT DELIVRE A PARIS LE 02 NOVEMBRE 1995 SUR 02 PAGES.

LE GREFFIER ,

 #3

DROITS DE GREFFE (DECRET 86.1098 DU 10 OCTOBRE 1986) : H.T 0,00 F
T.V.A. 0,00 % : 0,00 F -SOIT TTC 0,00 F

TOUTE REPRODUCTION MEME CERTIFIEE CONFORME, DU PRESENT EXTRAIT, EST SANS VALEUR.

FIN DE L'EXTRAIT

PAGE 02

E X T R A I T K B I S

IMMATRICULATION AU REGISTRE DU COMMERCE ET DES SOCIETES
EN DATE DU : 18 DECEMBRE 1986
NUMERO DE REGISTRE DU COMMERCE :
R.C.S. PARIS B 339 491 789 (86B14407)
EXTRAIT AU : 02 NOVEMBRE 1995

RENSEIGNEMENTS RELATIFS A LA PERSONNE

RAISON SOCIALE (DENOMINATION) - SIGLE
GROUPE PLAY BAC

FORME JURIDIQUE : SOCIETE ANONYME
AU CAPITAL DE 300.000 FRANCS

ADRESSE DU SIEGE
033 RUE DU PETIT MUSC 75004 PARIS

DUREE DE LA SOCIETE : JUSQU'AU 18 DECEMBRE 2085
DATE D'ARRETE DES COMPTES LE 31 DECEMBRE

CONSTITUTION

DEPOT DE L'ACTE : LE 28 NOVEMBRE 1986 NUMERO 1636 AU GREFFE DU
TRIBUNAL DE PARIS
PUBLICATION : JOURNAL SPECIAL DES SOCIETES FRANCAISES PAR ACTIONS
DU 06 NOVEMBRE 1986

ADMINISTRATION

PRESIDENT DIRECTEUR GENERAL DUFOUR FRANCOIS REGIS
NE(E) LE 07 DECEMBRE 1961 COMMUNE DE NAISSANCE PARIS 15EME
NATIONALITE FRANCAISE
11 RUE BARBET DE JOUY 75007 PARIS

ADMINISTRATEUR SALTET JEROME
NE(E) LE 03 JUIN 1960 COMMUNE DE NAISSANCE BOULOGNE 92100
NATIONALITE FRANCAISE
60, RUE SAINT ANTOINE 75004 PARIS

ADMINISTRATEUR WEIL GILLES
NE(E) LE 21 MAI 1942 COMMUNE DE NAISSANCE PERPIGNAN 66
NATIONALITE FRANCAISE
4 SQUARE D'ALBONI 75016 PARIS

COMMISSAIRE AUX COMPTES TITULAIRE REVISION ET COMMISSARIAT SARL
023 RUE LOUIS LE GRAND 75002 PARIS
PARIS NO RCS B340938703

EXTRACT OF THE REGISTER OF COMMERCE AND COMPANIES

**Clerks Office
of Tribunal de Commerce de Paris
1 Quai de Corse
75181 PARIS CEDEX 04**

K BIS

Principal Registration on RCS dated : 18/12/1986

N° of Register of Commerce

RCS Paris B 339 491 789 (86B14407)
Date of the Extract : 5/11/1995

Company Name : GROUPE PLAY BAC

Symbol : None

Form and Capital :

Corporation
Capital of 300.000 FRF

Address of Head Office :

33 RUE DU PETIT MUSC 75004 PARIS

Constituting :

Registration : November, 28th 1986, number 1636 Clerks Office of Tribunal de Commerce de Paris.

Publishing : JOURNAL SPECIAL DES SOCIETES FRANCAISES PAR ACTION, November, 6th 1986.

Administration of the Company

- **Chairman and managing director**

Name : DUFOUR
Forename (s) : François, Régis
Nationality : French
Address : 11 rue Barbet de Jouy 75007 PARIS

- **Administrator**

Name : Saltet
Forename (s) : Jerome
Nationality : French
Address : 60, rue Antoine, 75004 PARIS

- **Administrator**

Name : Weil

Forename (s) : Gilles

Nationality : French

Address : 4, square d'Alboni, 75016 PARIS

- **Commissaries to the accounts**

Name : REVISION ET COMMISSARIAT SARL

Address : 23, rue Louis le Grand 75002 PARIS

R.C.S Number : B 340 938 703

- **Commissaries to the accounts substitute**

Name : SCP JEAN CLAUDE DESTRUDEL ET JEAN BERNADET

Address : 50 rue de la Chaussée d'Antin 75009 PARIS

R.C.S number : D 318 547 221

Information related to the activity

- **ORIGIN OF THE COMPANY**: This company is constituted.
- **ORIGIN OF THE BUSINESS** : Establishing of business.
- **ACTIVITY EXERCISED** : Conception, manufacturing, edition, communication, distribution, promotion, by any existing way, for all kind of products, books or services means for the development of instruction, information, leisure and to encourage knowledge in all domains.
- **ADDRESS OF PRINCIPAL ESTABLISHMENT**
33 RUE DU PETIT MUSC 75004 PARIS
- **DATE OF COMMENCEMENT OF ACTIVITIES**
December, 18th 1986
- **MODE OF EXPLOITATION**
Direct exploitation
- **OBSERVATIONS**
None.

Date : 2/11/1995

This Extract was delivered in Paris the 2nd, November 1995 on 2 pages By the Clerk Officer

TRADEMARK ASSIGNMENT QUERY AS OF 7/18/1999 13:7:2
REEL/FRAME DATA

REEL: 0981
FRAME:0192

DATE LAST UPDATED: 08/23/1993
DATE IN SYSTEM: 04/07/1993
DATE KEYED IN: 04/19/1993
RECORDATION DATE: 03/15/1993
DATE MAILED: 08/23/1993
ASSIGNMENT RECEIPT DATE:
CONVEY EFFECTIVE DATE:

NUMBER OF PAGES: 03

ELECTRONIC SUBMISSION:
PTAS SUBMISSION: N

CORRESPONDENCE

NAME: JESSICA R. FRIEDMAN
DEUTSCH KLAGSBRUN & BLASBAND
800 THIRD AVENUE
NEW YORK, NY 10022-7604

BRIEF CODE: 01

BRIEF TEXT: ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

ENTRY: 001
NAME: WORKMAN PUBLISHING COMPANY, INC.
FORMERLY:
ENTITY: 03 - CORPORATION
ENTITY TEXT:
CITIZENSHIP: NY - NEW YORK
EXECUTION DATE: 08/07/1993

RECEIVING PARTY DATA

ENTRY: 600
NAME: WORKMAN PUBLISHING COMPANY, INC.
COMPOSED OF:
DBA/AKA/TA:
ADDRESS: 708 BROADWAY
NEW YORK
STE/CTRY CODE: NY - NEW YORK
ZIP CODE: 10003
ENTITY: 03 - CORPORATION
ENTITY TEXT:
CITIZENSHIP: NY - NEW YORK

ENTRY: 601
NAME: EDITIONS PLAY BAC S.A., /33 RUE DU PETIT-MUSIC
COMPOSED OF:
DBA/AKA/TA:
ADDRESS: 75004 PARIS, FRANCE, (SOCIETE ANONYME)
STE/CTRY CODE:
ZIP CODE:
ENTITY: 98 - UNKNOWN
ENTITY TEXT:
CITIZENSHIP: -

DOMESTIC REPRESENTATIVE DATA

Int. Cl.: 16

Prior U.S. Cl.: 38

United States Patent and Trademark Office **Reg. No. 1,753,232**
Registered Feb. 16, 1993

**TRADEMARK
PRINCIPAL REGISTER**

BRAIN QUEST

WORKMAN PUBLISHING CO. (NEW YORK
CORPORATION)
708 BROADWAY
NEW YORK, NY 10003

FOR: PRINTED QUESTION AND ANSWER
CARDS CONTAINING EDUCATIONAL MATE-
RIALS FOR USE BY CHILDREN IN GRADES

ONE THROUGH SEVEN FOR A VARIETY OF
SCHOOL SUBJECTS, IN CLASS 16 (U.S. CL. 38).
FIRST USE 6-10-1992; IN COMMERCE
6-10-1992.

SN 74-229,438, FILED 12-10-1991.

STEVEN R. FOSTER, EXAMINING ATTORNEY

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

BOX POST REGISTRATION - NO FEE
Assistant Commissioner for Trademarks
2900 Crystal Drive
Arlington, Virginia 22202-3513

January 19, 2000

Attention: Ms. Beverly J. Hilliard
Affidavit/Renewal Examiner

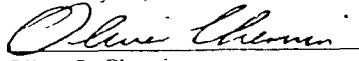
Re: Mark: **BRAIN QUEST**
Registration No. : 1,753,232
Co-Registrants: **WORKMAN PUBLISHING CO., INC.**
GROUPE PLAY BAC, S.A.
Dated: February 16, 1993
Class: 16

Reference is made to Affidavit/Renewal Examiner Hilliard's letter dated July 19, 1999.

In that letter, receipt was acknowledged of the Affidavit submitted under the provision of Sections 8 and 15 of the Trademark Statute. Acceptance, however, was withheld in view of questions regarding a proper chain of title. Registrants respond as follows.

Concerning co-registrant WORKMAN PUBLISHING CO., INC., it is respectfully advised that the name appearing in the registration "WORKMAN PUBLISHING CO." is merely a shortened form of the name of the registrant or a d/b/a. The suffix "Inc.," of course, simply denotes that this co-registrant is incorporated. Co-registrant WORKMAN PUBLISHING CO., INC., has never changed its name or transferred ownership of the subject registration (except for the transfers of record) and, accordingly, there are no documents available for recordation in the Assignment Branch.

I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as express mail, bearing Express Mailing No.EL366943136US, in an envelope addressed to: Assistant Commissioner for Trademarks, 2900 Crystal Drive, Arlington, Virginia 22202-3513, on January 19, 2000


Oliver R. Chemin

TRADEMARK
REEL: 002416 FRAME: 0728

Concerning co-registrant GROUPE PLAY BAC, S.A.¹, the issue is somewhat more complex. As stated in the accompanying declaration, executed by an authorized officer of GROUPE PLAY BAC, S.A., and supported by accompanying documentary information, this co-registrant has had a change of name, transferring title to the present claimant.

Briefly, as reflected by the records of the Patent and Trademark Office, EDITIONS PLAY BAC S.A., a d/b/a of PLAY BAC S.A. (and predecessor in interest of present claimant GROUPE PLAY BAC, S.A.), became co-owner of record in the subject registration by virtue of an assignment recorded on March 15, 1993, at Reel 0981, Frame 0192. As noted in the accompanying declaration, the term "Editions" merely reflecting that PLAY BAC S.A. was a "publisher" and does not indicate ownership of another of Registration No. 1,753,232 by another party.

On May 15, 1995 PLAY BAC, S.A. changed its name to GROUPE PLAY BAC, S.A., as reflected by the attached copy of an extract from the commercial register of Paris, France (with translation). However, as this extract erroneously identifies the new company as GROUPE PLAY BAC, S.A.R.L. (a limited liability company rather than as an "S.A." a stock corporation), a request was made to correct that error. The correct name (GROUPE PLAY BAC, S.A.) appears in the November 2, 1995 extract from the commercial register of Paris, France, attached to the declaration.

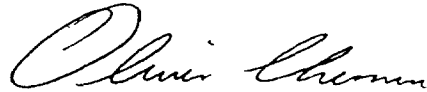
¹ It is noted that in her letter of July 19, 1999, Examiner Hilliard refers to "GROUP PLAY BAC, S.A.", however, the proper name "GROUPE PLAY BAC, S.A." (emphasis supplied) is stated in the 8/15 declaration.

Co-registrants expect to submit certified originals of the documentation attached to the declaration for recordation to the Patent and Trademark Office shortly and will advise the Renewal/Affidavit of the date of recordation an Reel/Frame numbers.

In view of the foregoing explanation and the attached declaration and documentation, it is respectfully submitted that title in Registration No. 1,753,232 is properly in co-registrants WORKMAN PUBLISHING CO., INC. and GROUPE PLAY BAC, S.A. and, accordingly, that the previously submitted Affidavit under Sections 8 and 15 is in proper condition to be accepted.

If the Affidavit/Renewal Examiner requires additional information or materials, she is asked to telephone the undersigned at the number indicated below.

Respectfully submitted,



Oliver R. Chernin
Attorneys for Co-Registrants
Deutsch, Klagsbrun & Blasband
800 Third Avenue
New York, New York 10022
(212) 758-1100

Enclosures

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
POST REGISTRATION SECTION

Co-Registrants: Workman Publishing Co., Inc.
708 Broadway
New York, New York 10003

Co-Registrant: Groupe Play Bac, S.A.
33 Rue du Petit-Musc
75004 Paris
France

- 1) Mark: BRAIN QUEST
Registration No. : 1,753,232
Dated: February 16, 1993
Class: 16
- 2) Mark: BRAIN QUEST
Registration No. : 1,848,255
Dated: August 2, 1994
Class: 28
- 3) Mark: BRAIN QUEST
Registration No. : 1,855,706
Dated: September 27, 1994
Class: 16

Assistant Commissioner for Trademarks
2900 Crystal Drive
Arlington, Virginia 22202-3513

DECLARATION IN SUPPORT OF CORRECTING CHAIN OF TITLE

The undersigned François Dufour, being duly warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of this document, declares:

- 1) that he is the President and an officer of Co-Registrant GROUPE PLAY BAC, S.A. and is authorized to make this declaration on behalf of said company;

FD

- 2) that GROUPE PLAY BAC, S.A. is the co-owner of the marks described above;
- 3) that GROUPE PLAY BAC, S.A., by a predecessor in interest, namely, PLAY BAC S.A., became co-owner of record in the marks described above as follows:
 - a) Registration No. 1,753,232, by assignment recorded on March 15, 1993, at Reel 0981, Frame 0192;
 - b) Registration No. 1,848,429, by assignment recorded on January 24, 1994, at Reel 1096, Frame 0395; and
 - c) Registration No. 1,855,706, as of the application date of April 14, 1993;
- 4) that he was an officer and the president of PLAY BAC S.A. on the dates when said company became co-owner of the marks described above;
- 5) that certain documents executed by the undersigned in support of the co-ownership claim in said marks described above reflect the name EDITIONS PLAY BAC S.A.;
- 6) that said EDITIONS PLAY BAC S.A. was a d/b/a of PLAY BAC S.A., the term "Editions" merely reflecting that PLAY BAC S.A. was a "publisher;"
- 7) that, therefore, the co-ownership at issue in said marks had been in the name of PLAY BAC S.A.;
- 8) that PLAY BAC S.A., on May 15, 1995 changed its name to GROUPE PLAY BAC, S.A., as reflected by the attached extract from the commercial register of Paris, France (with translation), and submitted concurrently herewith for recordation to the Patent and Trademark Office;

FD

Fax émis par:

9) that said extract erroneously identifies the new company as GROUPE PLAY BAC, S.A.R.L. and that said error was corrected on or about November 2, 1995, as reflected by the attached extract from the commercial register of Paris, France (with translation), and submitted concurrently herewith for recordation to the Patent and Trademark Office;

10) that, in accordance with the foregoing, there is a proper chain of title in the co-ownership of said marks in the name of GROUPE PLAY BAC, S.A.;

and that all statements made herein of their own knowledge are true and that all statements made on information and belief are believed to be true.

Dated: JAN. 5, 2000

GROUPE PLAY BAC, S.A.

By: François Dufour
Name: François Dufour
Title: President



UNITED STATES DEPARTMENT OF COMMERCE
 Patent and Trademark Office
 OFFICE OF ASSISTANT COMMISSIONER FOR TRADEMARKS
 2900 Crystal Drive
 Arlington, Virginia 22202-3513

REGISTRATION NO: 1753232 SERIAL NO: 74/229438 MAILING DATE: 01/24/2001
 REGISTRATION DATE: 02/16/1993
 MARK: BRAIN QUEST
 REGISTRATION OWNER: WORKMAN PUBLISHING COMPANY, INC.
 CORRESPONDENCE ADDRESS:

OLIVER R. CHERNIN
 DEUTSCH KLAGSBRUN & BLASBAND
 800 3RD AVE
 NEW YORK NY 10022-7604

NOTICE OF ACCEPTANCE

15 U.S.C. Sec. 1058(a)(1)

THE COMBINED AFFIDAVIT FILED FOR THE ABOVE-IDENTIFIED REGISTRATION MEETS THE REQUIREMENTS OF SECTION 8 OF THE TRADEMARK ACT, 15 U.S.C. Sec. 1058.

ACCORDINGLY, THE SECTION 8 AFFIDAVIT IS ACCEPTED.

NOTICE OF ACKNOWLEDGEMENT

15 U.S.C. Sec. 1065

THE AFFIDAVIT FILED FOR THE ABOVE-IDENTIFIED REGISTRATION MEETS THE REQUIREMENTS OF SECTION 15 OF THE TRADEMARK ACT, 15 U.S.C. Sec. 1065.

ACCORDINGLY, THE SECTION 15 AFFIDAVIT IS ACKNOWLEDGED.

THE REGISTRATION WILL REMAIN IN FORCE FOR CLASS(ES):
 016.

BOWMAN, MARY E
 PARALEGAL SPECIALIST
 POST-REGISTRATION DIVISION
 (703)308-9500

PLEASE SEE THE REVERSE SIDE OF THIS NOTICE FOR INFORMATION
 CONCERNING REQUIREMENTS FOR MAINTAINING THIS REGISTRATION

REQUIREMENTS FOR MAINTAINING A FEDERAL TRADEMARK REGISTRATION

I) SECTION 8: AFFIDAVIT OF CONTINUED USE

The registration shall remain in force for 10 years, except that the registration shall be canceled for failure to file an Affidavit of Continued Use under Section 8 of the Trademark Act, 15 U.S.C. Sec. 1058, at the end of each successive 10-year period following the date of registration.

Failure to file the Section 8 Affidavit will result in the cancellation of the registration.

II) SECTION 9: APPLICATION FOR RENEWAL

The registration shall remain in force for 10 years, subject to the provisions of Section 8, except that the registration shall expire for failure to file an Application for Renewal under Section 9 of the Trademark Act, 15 U.S.C. Sec. 1059, at the end of each successive 10-year period following the date of registration.

Failure to file the Application for Renewal will result in the expiration of the registration.

NO FURTHER NOTICE OR REMINDER OF THESE REQUIREMENTS WILL BE SENT TO THE REGISTRANT BY THE PATENT AND TRADEMARK OFFICE. IT IS RECOMMENDED THAT THE REGISTRANT CONTACT THE PATENT AND TRADEMARK OFFICE APPROXIMATELY ONE YEAR BEFORE THE EXPIRATION OF THE TIME PERIODS SHOWN ABOVE TO DETERMINE APPROPRIATE REQUIREMENTS AND FEES.