

Form PTO-1594  
(Rev. 03/01)

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RECORDATION FORM COVER SHEET  
TRADEMARKS ONLY

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

Tab settings

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

1. Name of conveying party(ies):

The Chronicle Publishing Company

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

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

3. Nature of conveyance:

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

Execution Date: March 1, 2000

2. Name and address of receiving party(ies)

Name: Chronicle Books LLC

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

Street Address: 85 Second Street  
6th Floor  
City: San Francisco, CA Zip: 94105

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

Other Limited Liability Company

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)

1,901,204; 1,765,862

Additional number(s) attached  Yes  No

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

Name: Christine L. Kopitzke  
McCutchen, Doyle, Brown & Enersen LLP

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

Street Address: 3 Embarcadero Center  
Suite 1800

San Francisco  
City: \_\_\_\_\_ State: CA Zip: 94111

6. Total number of applications and registrations involved: 2

7. Total fee (37 CFR 3.41)..... LLP \$ 65.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number: 50-1193

(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.

Tina Salem  
Name of Person Signing

  
Signature

4-11-2002  
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 Patent & Trademarks, Box Assignments  
Washington, D.C. 20231

### ASSIGNMENT OF TRADEMARKS (FEDERAL)

This Assignment of Trademarks ("Assignment") is made as of March 1, 2000 by The Chronicle Publishing Company, a Nevada corporation ("Seller"), having its principal place of business at 901 Mission Street, San Francisco, California 94103, to Chronicle Books LLC, a Delaware limited liability company ("Buyer"), having its principal place of business at 85 Second Street, 6<sup>th</sup> Floor, San Francisco, California 94103.

### RECITALS

1. Seller owns the trademarks listed on Exhibit A hereto (the "Marks").
2. Seller desires to transfer and assign to Buyer all of its rights to the Marks, and the business goodwill symbolized thereby.

### AGREEMENT

NOW, THEREFORE, in consideration of the recitals set forth above and other good and valuable consideration, the receipt of which is hereby acknowledged, Seller hereby assigns to Buyer all right, title to, and interest in the Marks, and the goodwill of the business symbolized thereby, together with all claims for damages and equitable relief by reason of past infringement of the Marks by any party or parties.

[SIGNATURE PAGE TO FOLLOW.]

IN WITNESS WHEREOF, Seller has executed this Assignment of Trademarks  
(Federal) as of the date first written above.

THE CHRONICLE PUBLISHING COMPANY,  
a Nevada corporation

By: Martin A. Jaffe  
Name: Martin A. Jaffe  
Title: Vice President

APR. 12. 2002 9:47AM  
SENT BY: CHRONICLE BOOKS LLC;

SF MCCUTCHEN ETAL  
5974409;

NO. 2887 P. 6  
APR-8-01 1:15PM; PAGE 4

FROM LATHAM & WATKINS-SF Fax Machine #3 (PRI) 4. 6 01 11:27/ST. . 26/NO. 4861373191 P 4

Exhibit A

Assignment of Federal Trademarks  
to  
Chronicle Books, LLC

<u>Trademark</u>	<u>Jurisdiction</u>	<u>Status</u>	<u>Registration Number</u>
Masterpiece Edition	United States Patent and Trademark Office	Registered	2117899
Masterpiece Edition	United States Patent and Trademark Office	Registered	2117889
Eyeglass design	United States Patent and Trademark Office	Registered	1901204
Eyeglass design	United States Patent and Trademark Office	Registered	1765862