

03-14-2002



OFFICE OF PUBLIC RECORD

Form PTO-1594

(Rev. 03/01)

OMB No. 0651-0027 (exp. 3/31/2002)

RECORD

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DEPARTMENT OF COMMERCE  
Patent and Trademark Office

Tab settings

FINANCE SECTION

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

1. Name of conveying party(ies):

World Publications, Inc.

2-27-02

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

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

2. Name and address of receiving party(ies)

Name: World Publications, LLC

Internal Address: Suite 200

Street Address: 460 North Orlando Avenue

City: Winter Park State: Florida Zip: 32789

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

3. Nature of conveyance:

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

Execution Date: November 9, 2001

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2,064,228

1,221,657

Additional number(s) attached  Yes  No

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

Name: Sidney R. Brown

Internal Address: Jones, Day, Reavis & Pogue

Street Address: 303 Peachtree Street, N.E.  
Suite 3500

City: Atlanta State: GA Zip: 30308

6. Total number of applications and registrations involved:

2

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

- 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.

Sidney R. Brown

Name of Person Signing

*Sidney R. Brown*  
Signature

2-27-02

Date

Total number of pages including cover sheet, attachments, and document: 6

03/13/2002 DBYRNE 0000061 208228

01 FC:481  
02 FC:482

40.00 UP  
25.00 OP

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

TRADEMARK  
REEL: 002460 FRAME: 0826

## TRADEMARK ASSIGNMENT

WHEREAS, WORLD PUBLICATIONS, INC., a Florida, U.S.A., corporation having its principal place of business at 460 North Orlando Avenue, Suite 200, Winter Park, Florida 32789 (hereinafter, "ASSIGNOR"), is the owner of all rights in the trademarks listed on the attached Schedule 1 (hereinafter, the "Trademarks") and adopted and used by the ASSIGNOR in its business; and

WHEREAS, WORLD PUBLICATIONS, LLC, a Delaware, U.S.A., limited liability company, having its principal place of business at 460 North Orlando Avenue, Suite 200, Winter Park, Florida 32789 (hereinafter "ASSIGNEE"), is desirous of obtaining the entire right, title and interest in, to and under the aforesaid Trademarks;

1. NOW, THEREFORE, for good and valuable consideration received by ASSIGNOR, ASSIGNOR hereby sells, assigns, transfers, and sets over unto the said ASSIGNEE the Trademarks, together with the goodwill of ASSIGNOR'S business connected with the use thereof and symbolized by the Trademarks, the entire right, title, and interest in and to the Trademarks, for its own use and the benefit of its successors, and assigns.


2. ASSIGNOR agrees that it will cause to be prepared, signed and filed all lawful papers and make all rightful required to perfect and record title to the Trademarks in the United States Patent and Trademark Office.

3. ASSIGNEE shall retain the exclusive right to bring and maintain actions for, and to settle, release and compromise claims for infringement of, the Trademarks occurring prior to the date hereof and to retain the proceeds thereof.

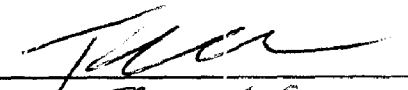
4. Except as otherwise expressly provided herein, no obligation is hereby assumed by either ASSIGNOR or ASSIGNEE to maintain, prosecute, enforce, litigate concerning, assert or defend the Trademarks or to file any document with respect thereto.

IN WITNESS WHEREOF, the undersigned have caused these presents to be signed by their respective officers thereunto duly authorized as of the 9th day of November, 2001.

WORLD PUBLICATIONS, INC.,  
a Florida corporation ("Assignor")

By:   
Name: JERRY C SNOW  
Title: President

WORLD PUBLICATIONS, LLC,  
a Delaware limited liability company ("Assignee")

By:   
Name: JERRY C. SNOW  
Title: President

**Schedule 1**  
**WORLD PUBLICATIONS, INC. (FL)**  
**Intellectual Property Trademark Collateral**

**I. Registered Trademarks:**

<u>Trademark Description</u>	<u>Country</u>	<u>Registration Number</u>	<u>Date of Registration</u>
<b>Sport Fishing The Magazine Of Offshore Fishing (and Design)</b> Magazines in the Field of Fishing and Boating	United States	1,854,625	9/20/94
<b>WaterSki The World's Leading Water Skiing Magazine (Stylized Letters)</b> Magazines in the field of water skiing	United States	1,882,124	3/7/95
<b>Marlin</b> Publication, namely magazine relating to sport fishing	United States	1,607,444	7/24/90
<b>Caribbean Travel and Life</b> Magazine in the field of travel	United States	1,803,247	11/9/93
<b>Sport Diver</b> Publications, namely magazines relating to underwater sports	United States	2,264,599	7/27/99
<b>Wake Boarding</b> Publications, namely magazines relating to water sports	United States	2,264,598	7/27/99
<b>Wake Boarding</b> Publications, namely magazines relating to water sports	Japan	4,223,353	
<b>Wind Surfing</b> Publications, namely magazines in the field of wind surfing	United States	2,303,706	12/28/99
<b>WaterSports Retailer</b> Publications, namely magazines in the fields of water sports and business	United States	2,305,014	12/28/99
<b>Boating Life (Stylized Letters)</b> Computer services, namely providing on-line magazines in the fields of boating, fishing, and recreational water-sports	United States	2,349,151	5/9/00
<b>Caribbean Travel &amp; Life (and Design)</b> Computer services, namely, providing on-line magazines about the Caribbean in the fields of travel, lifestyle and history	United States	2,350,990	5/16/00
<b>Marlin (Stylized Letters)</b> Computer services, namely, providing on-line magazines in the field of sport fishing	United States	2,350,989	5/16/00
<b>Sport Fishing</b> Computer services, namely providing on-line magazines in the field of sport fishing	United States	2,350,988	5/16/00

<b>Sportsboats</b> Series of magazines featuring recreational water crafts and boats	United States	2,064,228	5/20/99
<b>Kite Boarding The Magazine of Kite-Boarding Sports (Stylized Letters)</b> Publications, namely magazines in the fields of kite-powered sports and board sailing.	United States	2,468,559	7/10/01
<b>Wind Rider</b> Magazines featuring sailing activities.	United States	1,221,657	12/28/82

## II. Pending Trademark Applications:

<u>Trademark Description</u>	<u>Country</u>	<u>Serial Number</u>	<u>Date of Filing</u>
<b>Fly Fishing in Salt Waters (and Design)</b> Publications, namely magazines in the field of fly fishing, travel, outdoor recreation and the study of saltwater fish species.	United States	78-070,174	6/20/01
<b>Sport Diver Interactive (and Design)</b> Computer services, namely providing on-line magazines in the field of scuba diving, snorkeling, swimming and recreational water-sports.	United States	78-060,306	3/1/01
<b>MU Marlin University (and Design)</b> Educational services, namely, conducting classes, workshops, and conferences in the field of fishing which are designed to teach skills in tackle selection, specific angling skills, bait rigging and presentation, handling fish, boat operating skills, basic navigation, and basic electronics.	United States	78-048,098	2/13/01
<b>Boatinglife The Authority on Recreational Boating (and Design)</b> Publications, namely magazines in the field of boating.	United States	76-165,615	11/1/00

## III. State Trademark Registrations:

<u>Trademark Description</u>	<u>Country</u>	<u>Registration Number</u>	<u>Date of Registration</u>
<b>Waterski (Stylized Letters)</b>	Florida	T9300000752	6/18/93
<b>Wind Surfing (Stylized Letters)</b>	Florida	T9300000751	6/14/93
<b>Sport Fishing (Stylized Letters)</b>	Florida	T9300000750	6/18/93

#### IV. Common Law Trademarks<sup>1</sup>:

<u>Trademark Description</u>	<u>Country</u>
Kite Powered The Magazine of Kite-Powered Sports (Stylized Letters)	United States
Sport Diver (and Design)	United States
Wake Boarding Magazine (and Design)	United States
Waterski (Stylized Letters)	United States
Wind Surfing (Stylized Letters)	United States
Windfest (Stylized Letters)	United States
Boatinglife (Stylized Letters) <sup>2</sup>	

#### V. Licensed Trademark:


<u>Trademark Description</u>	<u>Country</u>	<u>Registration Number</u>	<u>Date of Registration</u>
Saveur	United States	1,910,040	8/8/95

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<sup>1</sup> These marks were listed on PTO records in the name of World Publications, Inc. (FL) but have been abandoned.

<sup>2</sup> This mark is listed on PTO records in name of World Publications, Inc. (FL), but has been cancelled.

I certify that this correspondence is being deposited with the United States Postal Service by Express Mail Post Office to Addressee, No. EL689067767US. In an envelope addressed to Box Assignments, Commissioner of Patents and Trademarks, Washington, D.C. 20231 on February 27, 2002.

By:   
\_\_\_\_\_

Camille Caine Duerr

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By:   
Camille Caine Duerr



**JONES, DAY, REAVIS & POGUE**

3500 SUNTRUST PLAZA • 303 PEACHTREE STREET

ATLANTA, GEORGIA 30308-3242

TELEPHONE 404-521-3939 • FACSIMILE: 404-581-8330

JP932034:ccd  
974727-068286

WRITER'S DIRECT NUMBER:  
(404) 581-8542  
ccduerr@jonesday.com

February 27, 2002

VIA EXPRESS MAIL  
LABEL NO. EL689067767US

Box Assignments  
Commissioner of Patents and Trademarks  
Washington, D.C. 20231

**Re: (i) Trademark Assignment between World Publications, Inc.  
and World Publications, LLC; and  
(ii) Amended and Restated Trademark Security Agreement among  
Wachovia Bank, N.A. and World Publications, LLC,  
World Sports and Marketing, LLC, World Entertainment  
Services, LLC, World Publications Holding, LLC,  
World Publications II, LLC and World Publications III, LLC**

Ladies and Gentlemen:

(i) Please record the following first:

1. Trademark Recordation Form Cover Sheet;
2. Trademark Assignment between World Publications, Inc.  
World Publications, LLC; and
3. A check in the amount of \$65.00 in payment of the  
recordation fee for the two (2) trademark registrations  
owned by World Publications, Inc. and referenced on the  
Trademark Recordation Form Cover Sheet.

(ii) Please record the following second:

1. Trademark Recordation Form Cover Sheet;

Box Assignments  
Commissioner of Patents and Trademarks  
February 27, 2002  
Page 2

2. Amended and Restated Trademark Security Agreement among Wachovia Bank, N.A. and World Publications, LLC, World Sports and Marketing, LLC, World Entertainment Services, LLC, World Publications Holding, LLC, World Publications II, LLC and World Publications III, LLC; and
3. A check in the amount of \$65.00 in payment of the recordation fee for the two (2) trademark registrations owned by World Publications, LLC and referenced on the Trademark Recordation Form Cover Sheet.

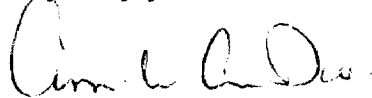
Please return evidence of the above recordings to my attention at the above address.

Please acknowledge receipt of this letter and its enclosures by stamping and returning the enclosed postal card.

If you have any questions or comments regarding this matter, please contact me at the above number.

Thank you for your assistance.

Very truly yours,



Camille Caine Duerr  
Legal Assistant

Enclosures

cc: Sidney R. Brown, Esq.  
Timothy Bratcher, Esq. (w/enclosures)