

03-15-2002



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

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

2002 MAR -5 PM 2:44

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

1. Name of conveying party(ies): LFP, INC. 35.02
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: AEON PUBLISHING, INC.
Internal Address:
Street Address: 88 Sunnyside Blvd., Suite 203
City: Plainville State: NY Zip: 11803
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
Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance:
Assignment Merger
Security Agreement Change of Name
Other
Execution Date: 02/20/99

4. Application number(s) or registration number(s):
A. Trademark Application No.(s)
B. Trademark Registration No.(s) 1,190,638; 2,005,573; 1,208,186; 1,988,023
Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
Name: Peter D. Aufrichtig, Esq.
Internal Address: Aufrichtig Stein & Aufrichtig, P.C.
Street Address: 300 E. 42nd Street, 5th Floor
City: New York State: NY Zip: 10017

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:

DO NOT USE THIS SPACE

9. Signature: Peter D. Aufrichtig Name of Person Signing
Signature Date 02/05/02
Total number of pages including cover sheet, attachments, and document: 3

I hereby certify that the United States address...

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

Handwritten signature

TRADEMARK REEL: 002461 FRAME: 0588

Vertical stamp: 03/14/2002 LMIELLER 00000021 1190638 40.00 OP 75.00 OP 01 FC:481 02 FC:482

1,190,638

POWER OF ATTORNEY

Assignee hereby appoints Peter D. Aufrechtig of
with offices at 300 East 42nd Street, 5th Floor
New York, NY 10017, with full power of
substitution, the power of appointment of an associate attorney,
and the power of revocation, to record this Assignment, to
transact all business in the Patent and Trademark Office in
connection therewith and to receive all documents.

AEON PUBLISHING, INC.

By:

W. D. L. C. A. Bickensford

Title: Resident, A2 Publishing

Dated:

7/23/99

A S S I G N M E N T

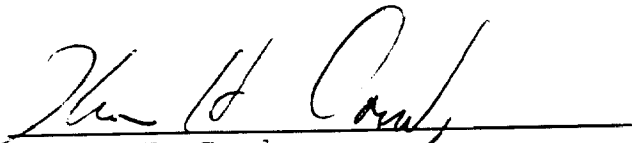
WHEREAS, LFP, INC., of 8484 Wilshire Boulevard, Beverly Hills, California 90211 is a corporation organized and existing under the laws of the State of California, ("Assignor"), has adopted, used and registered the trademarks in the United States as listed in the attached Schedule;

WHEREAS, AEON PUBLISHING, INC., of 88 Sunnyside Boulevard, Suite 203, Plainville, New York 11803, a corporation organized under the laws of the State of New York, ("Assignee"), is desirous of acquiring said marks and the registrations thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, LFP, INC. does hereby assign unto the said AEON PUBLISHING, INC., all rights, title and interest in and to the said marks and registrations, together with the good will of the business symbolized by the marks.

LFP, INC.

By:


Thomas H. Candy
Executive Vice President

Dated: 2-20-99

SCHEDULE OF TRADEMARKS

1. Registration No. 1,190,638 dated February 23, 1992 for the mark BBW in international Class 16;

2. Registration No. 2,005,573 dated October 8, 1996 for the mark BBW in International Class 16;

3. Registration No. 1,208,186 dated September 14, 1982 for the mark BIG BEAUTIFUL WOMAN in International Class 41;

4. Registration No. 1,988,023 dated July 23, 1996 for the mark BIG BEAUTIFUL WOMAN in International Class 41.