

08-07-2002



Form PTO-1594
(Rev. 03/01)
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Tab settings ⇌ ⇌ ⇌

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

102181679

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

1. Name of conveying party(ies):
Riverside Industries 7/23/02
 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: Gruner + Jahr Printing &
Internal Address: Publishing Co.
Street Address: 375 Lexington Avenue
City: New York State: NY Zip: 10017
 Individual(s) citizenship _____
 Association _____
 General Partnership Delaware
 Limited Partnership _____
 Corporation-State _____
 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 _____
Execution Date: 03/16/01

4. Application number(s) or registration number(s):
A. Trademark Application No.(s)
B. Trademark Registration No.(s)
1,530,838
Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
Name: Lisa Rosenburgh
Internal Address: Salans Hertzfeld Heilbronn Christy & Viener
Street Address: 620 Fifth Avenue
City: New York State: NY Zip: 10020

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:
(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.
Lisa Rosenburgh [Signature] 7/23/02
Name of Person Signing Signature Date

Total number of pages including cover sheet, attachments, and document: 2

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

08/06/2002 AAHMED1 00000105 1530838
01 FC:481 40.00 DP
365474 v1

TRADEMARK
REEL: 002556 FRAME: 0743


TRADEMARK ASSIGNMENT

WHEREAS Riverside Industries ("Assignor"), having an address at 1161 East Marion Street, #230, Shelby, North Carolina 28150, is the owner of the trademark REAL PEOPLE ("the Trademark") and U.S. Registration No. 1,530,838 for the mark REAL PEOPLE ("the Registration"), by assignment dated February 2, 2001 from Main Street Publishing Co., Inc., and

WHEREAS Gruner + Jahr Printing & Publishing Co., having an address at 375 Lexington Avenue, New York, New York 10017, is desirous of acquiring the Trademark as well as the Registration therefor;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign all right, title and interest in and to the Trademark and the Registration therefor, together with the good will of the business symbolized by the Trademark and with the right to recover damages and profits for past infringement, if any.

RIVERSIDE INDUSTRIES

By: 
Name: AS TRABOLD
Title: VICE PRESIDENT

Date: March 16, 2001