

Re 10.02.02

10-07-2002

Form PTO-1594
(Rev. 03/01)
OMB No. 0651-0027 (exp. 5/31/2002)
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T U.S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

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

Record As of 7.17.02

1. Name of conveying party(ies):

News America Marketing FSI, Inc.

 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: News America Marketing Properties, Inc.
Internal Address: _____
Street Address: 303 E. Wacker Drive
City: Chicago State: IL Zip: 60601

 Individual(s) citizenship _____
 Association _____
 General Partnership _____
 Limited Partnership _____
 Corporation-State Delaware
 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: July 17, 2002

4. Application number(s) or registration number(s):
A. Trademark Application No.(s) _____

B. Trademark Registration No.(s) 2582589

Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
Name: Michelle V. Francis
Internal Address: News America Incorporated

Street Address: 1211 Avenue of the Americas,
4th Floor
City: New York State: NY Zip: 10036

6. Total number of applications and registrations involved:
7. Total fee (37 CFR 3.41).....\$ 40
 Enclosed
 Authorized to be charged to deposit account

8. Deposit account number:
14-0789

DO NOT USE THIS SPACE

9. Signature.

Michelle V. Francis
Name of Person Signing

Michelle V. Francis 10.02.02
Signature Date

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

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

FINANCE SECTION
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TRADEMARK
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TRADEMARK
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TRADEMARK ASSIGNMENT

WHEREAS, News America Marketing FSI, Inc., a Delaware corporation having a place of business at 1211 Avenue of the Americas, New York, New York 10036 ("Assignor"), is the owner of all right, title and interest in and to the trademark, service mark, logo and trade name set forth on Exhibit A attached hereto (collectively, the "Mark"), including, without limitation, all registrations and applications pertaining thereto and the goodwill represented thereby; and

WHEREAS, News America Marketing Properties, Inc., a Delaware corporation having a place of business at 303 E. Wacker Drive, Chicago, Illinois 60601 ("Assignee"), desires to acquire, and Assignor desires to transfer, convey, assign and set over, all right, title and interest in and to the Mark, including, without limitation, all registrations and applications pertaining thereto and the goodwill represented thereby.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby irrevocably transfers, conveys, assigns and sets over to Assignee all right, title and interest in and to the Mark, including, without limitation, all registrations and applications pertaining thereto, the goodwill represented thereby and all causes of action arising out of or relating to the ownership, use and/or exploitation of the Mark.

NEWS AMERICA MARKETING FSI, INC.

By: 

Name: Michelle V. Francis

Title: Vice President, Assistant Secretary

Dated: 7.17.02

EXHIBIT A

Trademark

Registration No.

SMART MATRIX

2,582,589