

Form PTO-1594 (Rev. 03/01) OMB No. 0651-0027 (exp. 5/31/2002) Tab settings ⇒ ⇒ ⇒ 0 0 0 0 0 0 0 0		RECORDATION FORM COVER SHEET TRADEMARKS ONLY		U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office							
To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.											
1. Name of conveying party(ies): <u>EquiSearch.com, LLC</u> <input type="checkbox"/> Individual(s) <input type="checkbox"/> Association <input type="checkbox"/> General Partnership <input type="checkbox"/> Limited Partnership <input type="checkbox"/> Corporation-State <input checked="" type="checkbox"/> Other <u>New Hampshire Limited Liability Company</u> Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No			2. Name and address of receiving party(ies) Name: <u>PRIMEDIANet, Inc.</u> Internal Address: _____ Street Address: <u>745 Fifth Avenue</u> City: <u>New York</u> State: <u>NY</u> Zip: <u>10151</u> <input type="checkbox"/> Individual(s) citizenship _____ <input type="checkbox"/> Association _____ <input type="checkbox"/> General Partnership _____ <input type="checkbox"/> Limited Partnership _____ <input checked="" type="checkbox"/> Corporation-State <u>Delaware</u> <input type="checkbox"/> Other _____ If assignee is not domiciled in the United States, a domestic representative designation is attached: <input type="checkbox"/> Yes <input type="checkbox"/> No (Designations must be a separate document from assignment) Additional name(s) & address(es) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No								
3. Nature of conveyance: <input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name <input type="checkbox"/> Other Execution Date: <u>August 11, 1999</u>			4. Application number(s) or registration number(s): A. Trademark Application No.(s) B. Trademark Registration No.(s) <u>2,216,471</u> Additional number(s) attached: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No								
5. Name and address of party to whom correspondence concerning document should be mailed: Name: <u>Deborah K. Squiers, Esq.</u> Internal Address: <u>Cowan, Liebowitz & Latman, P.C.</u> Street Address: <u>1133 Avenue of the Americas</u> City: <u>New York</u> State: <u>NY</u> Zip: <u>10036-6799</u>			6. Total number of applications and registrations involved: <u>1</u> 7. Total fee (37 CFR 3.41)..... <u>\$40.00</u> <input type="checkbox"/> Enclosed <input checked="" type="checkbox"/> Authorized to be charged to deposit account 8. Deposit account number: <u>03-3415</u> (Attach duplicate copy of this page if paying by deposit account)								
DO NOT USE THIS SPACE											
9. Statement and signature. <i>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.</i> <table style="width:100%; border: none;"> <tr> <td style="width: 33%; text-align: center; border-bottom: 1px solid black;"><u>Deborah K. Squiers</u></td> <td style="width: 33%; text-align: center; border-bottom: 1px solid black;"></td> <td style="width: 33%; text-align: center; border-bottom: 1px solid black;"><u>March 5, 2003</u></td> </tr> <tr> <td style="text-align: center;">Name of Person Signing</td> <td style="text-align: center;">Signature</td> <td style="text-align: center;">Date</td> </tr> </table> <p style="text-align: right; margin-top: 10px;">Total number of pages including cover sheet, attachments, and document: <u>5</u></p>						<u>Deborah K. Squiers</u>		<u>March 5, 2003</u>	Name of Person Signing	Signature	Date
<u>Deborah K. Squiers</u>		<u>March 5, 2003</u>									
Name of Person Signing	Signature	Date									

CERTIFICATE OF FACSIMILE TRANSMISSION

The undersigned hereby certifies that the above-captioned correspondence is being transferred by facsimile to the United States Patent and Trademark Office on the date shown above.

Deborah K. Squiers
 Name: Deborah K. Squiers
 Date: March 5, 2003

ASSIGNMENT OF MARKS

WHEREAS, EquiSearch.com, LLC a New Hampshire limited liability company, having an address at 75 Gilcrest Road, Suite 200, Londonderry, New Hampshire 03053 ("Assignor"), is the owner of certain registered trademarks, trade names, domain names, service marks and logos relating to the Business (as defined), including, but not limited to those listed and described on Exhibit A attached hereto (along with the goodwill associated with each of the foregoing collectively, the "Marks");

WHEREAS, PRIMEDIA Net Inc., a Delaware corporation having its place of business at 745 Fifth Avenue, New York, New York ("Assignee") desires to acquire Assignor's entire right, title and interest in and to the Marks; and

WHEREAS, Assignor and Assignee have entered into an Asset Purchase Agreement of even date herewith (the "Agreement"), pursuant to which Assignor has agreed to sell and Assignee has agreed to purchase certain of the assets of Assignor, and Assignee has agreed to assume certain of the liabilities of Assignor, in each case relating to the Business (as defined in the Agreement);

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign and transfer unto Assignee, its legal successors and permitted assigns all right, title and interest, whether statutory, registered or at common law, in and to the Marks, throughout the world, together with the goodwill of the business symbolized by them, and all registrations, pending applications and any renewals or extensions thereof, and all causes of action for any and all previously occurring infringements of the rights being assigned and the right to receive and retain the proceeds relating to those infringements.

This instrument shall be governed by the laws of the state of New York (without regard to conflicts of laws principles).

Assignor agrees to execute any further papers and to do such other acts as may be necessary and proper to vest all right, title and interest in and to the Marks in Assignee.

IN WITNESS WHEREOF, Assignor has caused these presents to be duly executed in a manner appropriate thereto this 11th day of August, 1999.

EQUISEARCH.COM, L.L.C.

By: John F. Marriott
Name: John F. Marriott
Title: President

EXHIBIT A

Servicemark

Equisearch

Registration No./ Serial No.

**2,216,471 Int Cl 35, Prior US
Cls 100, 101, 102**

Date of First Use

Registered Jan. 5, 1999

Domain Names

Stallion Directory

Equisearch.com

Horse-Sports.com

Date of Registration

December 12, 1997

December 12, 1997

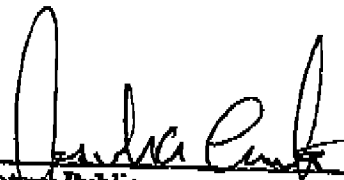
February 19, 1998

STATE OF NEW HAMPSHIRE)

ss.:

COUNTY OF Dorchester)

On the 11th day of August 1999, before me personally came JOHN MARQUOTT to me known, who being by me duly sworn, did depose and say that he/she is President of EquiSearch.com LLC, the limited liability company described in and which executed the foregoing instrument, and that he/she had the authority to sign his/her name hereto on behalf of the corporation.


Notary Public
JOSEPH A. CAPUTO, Notary Public
My Commission Expires March 6, 2001

EquiSearch MARKS-1.WPD