

12-04-2002



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To the Honorable Commissioner of Patents and Trademarks, please return the attached original documents or copy thereof.

1. Name of conveying party(ies): 11-26-02
The New York Times Company

Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State of **New York**
 Other _____

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

2. Name and address of receiving party(ies)
Name: **Scholastic Inc.**
Internal Address: _____
Address: _____
Street Address: **557 Broadway**
City: **New York** State: **NY** Zip: **10012**

Individual(s) citizenship _____
 Association _____
 General Partnership _____
 Limited Partnership _____
 Corporation-State of **New York**
 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: **November 20, 2002**

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

B. Trademark Registration No.(s)
2329688

Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
Name: **Edward H. Rosenthal, Esq.**
Internal Address: **Frankfurt Garbus Kurnit**
Klein & Selz, PC

Street Address: **488 Madison Avenue**

City: **New York** State: **NY** Zip: **10022**

6. Total number of applications and registrations involved: _____

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.

Edward H. Rosenthal Edward H. Rosenthal **November 26, 2002**
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

12/03/2002 TDIAZ1 00000104 2329688

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40.00 DP

ASSIGNMENT OF TRADEMARK

WHEREAS, THE NEW YORK TIMES COMPANY, a New York corporation having a principal place of business at 229 West 43rd Street, New York, New York 10036, (hereinafter referred to as "ASSIGNOR"), is the owner of the trademark UPFRONT and record owner of the United States trademark registration No. 2,329,688, registered March 14, 2000, (hereinafter referred to as the "TRADEMARK"); and

WHEREAS, SCHOLASTIC INC. a New York corporation, having a place of business at 557 Broadway, New York, New York 10012, (hereinafter referred to as "ASSIGNEE"), is desirous of acquiring all of the right, title and interest of ASSIGNOR in, to and under the TRADEMARK, together with the goodwill of the business associated with the TRADEMARK; and

NOW THEREFORE, in consideration of the sum of Ten Dollars (\$10.00) and other good and valuable consideration, the sufficiency and receipt of which is hereby acknowledged, ASSIGNOR hereby transfers and assigns to ASSIGNEE the entire right, title and interest of ASSIGNOR in and to the TRADEMARK together with the goodwill of the business associated with the TRADEMARK and the United States registration, thereof; and

ASSIGNOR further authorizes the Commissioner of Patents and Trademarks of the United States to record the TRADEMARK as the property of ASSIGNEE; and

ASSIGNOR further agrees to execute such further documents as may be required to record ASSIGNEE as the owner of the TRADEMARK and registrations and applications herein assigned.

IN WITNESS WHEREOF, the parties have executed this instrument this 20th day of November, 2002.

THE NEW YORK TIMES COMPANY

By: Rhonda L. Brauer
Name: RHONDA L. BRAUER
Title: ASSISTANT SECRETARY