

01-23-2003

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

RE 1



102344882

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):

Riverside Investments Co., Inc.

- Individual(s) Association General Partnership Limited Partnership Corporation-State North Carolina Other

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

3. Nature of conveyance:

- Assignment Merger Security Agreement Change of Name Other

Execution Date: 1/13/03

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 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

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2,622,853

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

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

Name of Person Signing

Signature

Date

2

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

01/23/2003 ECOOPER 00000051 2622853

01 FC:0521

40.00 OP

365474 v1

TRADEMARK REEL: 002654 FRAME: 0171

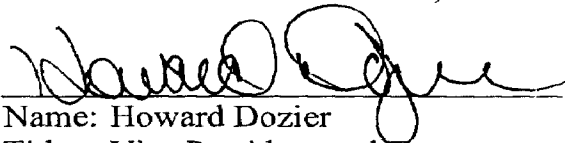
TRADEMARK ASSIGNMENT

WHEREAS Riverside Investments Co., Inc. ("Assignor"), a corporation organized and existing under the laws of the State of North Carolina, with a principal address located at 1161 East Marion Street, #230, Shelby, North Carolina 28150, is the owner of the trademark WINK (the "Trademark") and the registration for the Trademark with the US Patent Trademark Office, U.S. Registration No. 2,622,853 (the "Registration"), by assignment dated December 18, 2002 from WINK Publishing Ventures, Inc.; and

WHEREAS Gruner + Jahr Printing & Publishing Co. ("Assignee"), a partnership organized and existing under the laws of the State of Delaware, with a principal address located 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 INVESTMENTS CO., INC.

By:  1/13/03
Name: Howard Dozier
Title: Vice President and Treasurer