

02-07-2003

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102359067

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

1. Name of conveying party(ies):

Satellite Publishing, Inc.

2. L. U3

- Individual(s)
- Association
- General Partnership
- Limited Partnership
- Corporation-State (CO)
- Other \_\_\_\_\_

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

2. Name and address of receiving party(ies):

Name: F&W Publications, Inc.

Internal Address: \_\_\_\_\_

Street Address: 1507 Dana Avenue

City: Cincinnati State: OH ZIP: 45207

- Individual(s) citizenship \_\_\_\_\_
- Association \_\_\_\_\_
- General Partnership \_\_\_\_\_
- Limited Partnership \_\_\_\_\_
- Corporation-State Ohio
- Other \_\_\_\_\_

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
(Designation 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, 2001

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

A. Trademark Application No.(s)

76/190,397

B. Trademark Registration No.(s)

2,207,338 ; 2,359,787 ; 2,418,309 ; 2,316,711

Additional number(s) attached?  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Robyn Rahbar, Esq.

Internal Address: Simpson Thacher & Bartlett

Street Address: 425 Lexington Avenue

City: New York State: NY ZIP: 10017

6. Total number of applications and registrations involved: \_\_\_\_\_

5

7. Total fee (37 CFR 3.41): \$140.00

- Enclosed
- Authorized to be charged to deposit account credit card

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.

Robyn Rahbar, Esq.  
Name of Person Signing

*Robyn Rahbar*  
Signature

2/6/03  
Date

02/10/2003 DBYRME 00000003 76190397

Total number of pages including cover sheet, attachments, and document: 3

01 FC:8521  
02 FC:8522

40.00 DP  
100.00 DP

Documents to be recorded with required cover sheet information to:  
Commissioner of Patents and Trademarks, Box Assignments  
Washington, D.C. 20231

TRADEMARK  
REEL: 002666 FRAME: 0827

BILL OF SALE

KNOW ALL MEN BY THESE PRESENTS:

*a Colorado Ak*

SATELLITE PUBLISHING, INC., ~~an Ohio~~ corporation ("Seller"), for good and valuable consideration to it paid by F&W PUBLICATIONS, INC., an Ohio corporation ("Buyer"), the receipt and adequacy of which is hereby acknowledged by Seller, in accordance with, and as additional documentation of, the Asset Purchase Agreement dated July 17, 2001, between Seller and Buyer (the "Agreement"):

1. hereby grants, bargains, sells, assigns, transfers and conveys unto Buyer, its successors and assigns the Assets (as defined in the Agreement);
2. hereby warrants it has good title to the Assets described above in paragraph 1, said Assets being free and clear of all liens, encumbrances and interests; and
3. does hereby grant, bargain, sell, assign, transfer and convey unto Buyer, and its successors and assigns, all warranties of manufacturers, contractors, distributors, vendors and suppliers with respect to the Assets described above in paragraph 1 to the extent granted to Seller.

This Bill of Sale, being further documentation of the sales, conveyances and assignments provided for in the Agreement, does not limit the rights and obligations therein provided.

IN WITNESS WHEREOF, Seller has caused this Bill of Sale to be executed on its behalf on this 17<sup>th</sup> day of July, 2001.

Witnessed by:

*[Signature]*  
*Michelle Gubra*

SATELLITE PUBLISHING, INC.

By: *[Signature]*

Title: *PRESIDENT*

## SCHEDULE A

### U.S. Trademark Applications

<u>Title</u>	<u>App. No.</u>
FOR THE WELL-BALANCED SCRAPBOOKER	76/190,397

### U.S. Trademark Registrations

<u>Title</u>	<u>Reg. No.</u>
THE HEART OF CREATIVE SCRAPBOOKING	2,207,338
SATELLITE PRESS	2,359,787
PHOTO KALEIDOSCOPES	2,418,309
THE FIRST SOURCE OF SCRAPBOOKING IDEAS	2,316,711