

02-12-2003



102363562

To the Honorable Commissioner of

Patents and Trademarks, please record the attached original documents or copy thereof.

1. Name of conveying party(ies): **1-23-03**
Robert Beecher, d/b/a Chapter-A-Day, Inc.

- Individual(s) Association
- General Partnership Limited Partnership
- Corporation-State of _____
- Other – **Sole Proprietorship**

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

3. Nature of conveyance:

- Assignment Merger
- Security Agreement Change of Name
- Other _____

Execution Date: **January 16, 2003**

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

Name: **Board of Regents of the University of Wisconsin System, d/b/a WHA Radio/University of Wisconsin-Extension**
Street Address: **821 University Avenue**
City/State/zip: **Madison, Wisconsin 53706**

- Individual(s) citizenship- _____
- Association-State of _____
- General Partnership-State of _____
- Limited Partnership-State of _____
- Corporation-State of _____
- Other – **A body corporate of the State of Wisconsin**

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

OFFICE OF PUBLIC RECORDS
JAN 23 PM 3:41
FINANCE SECTION

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2,541,906

Additional number(s) attached? Yes No

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

Suzanne M. Underwald
Dow, Lohnes & Albertson P.L.L.C.
1200 New Hampshire Avenue, N.W.
Suite 800
Washington, DC 20036

Atty. Docket No.: 02031.0009

6. Total number of applications and registrations involved: **one**

7. Total fee (37 CFR 3.41) **\$40.00**

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number (please charge any additional fees that may be required to the deposit account):

50-1699

(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.

Suzanne M. Underwald

January 23, 2003

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 Patents & Trademarks, Box Assignments, Washington, DC 20231

DCLIB01:1388777-1|02031.0009

TRADEMARK
REEL: 002669 FRAME: 0289

02/11/2003 LMULLER 0000097 2541906 40.00 DP

01 FC:8521

ASSIGNMENT

WHEREAS, Robert Beecher, d/b/a Chapter-A-Day, Inc., a Florida sole proprietorship, located at 1002 South Orange Avenue, Sarasota, Florida 34236 ("Assignor"), is the owner of the following mark (the "Mark"):

<u>Mark</u>	<u>Reg. Number</u>	<u>Reg. Date</u>
CHAPTER-A-DAY	2,541,906	Feb. 19, 2002

WHEREAS, Board of Regents of the University of Wisconsin System, d/b/a/ WHA Radio/University of Wisconsin-Extension, a body corporate of the State of Wisconsin, located at 821 University Avenue, Madison, Wisconsin 53706 ("Assignee"), desires to acquire Assignor's right, title and interest in the Mark, the registration thereof, and the goodwill associated therewith;

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign to Assignee all of Assignor's right, title, and interest in and to the Mark, including the goodwill of the business symbolized thereby, effective as of the date of execution below.

Signed this 16 day of January, 2003.

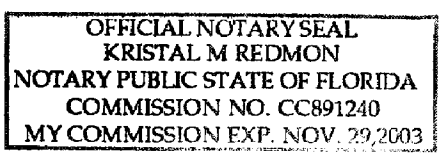
ROBERT BEECHER, D/B/A CHAPTER-A-DAY, INC.

By: Robert Beecher
Robert Beecher
Sole Proprietor

State of Florida)
County of Sarasota)) ss:

Subscribed and sworn to before me this 16th day of January, 2003.

Kristal M. Redmon
Notary Public



My Commission Expires: _____