

FORM PTO-1594
(Rev. 03/01)
(exp. 5/31/2002)

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 document(s) or copy(ies).

1. Name of conveying party(ies):

Bauer Creative Services, Inc.

- Individual(s)
- General Partnership
- Corporation
- Association
- Limited Partnership
- Other: _____

Citizenship/State of Incorporation/Organization: Texas

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

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

Name: Heinrich Bauer Publishing, LP
 Street Address: 270 Sylvan Avenue
Englewood, NJ 07632

- Individual(s)
- Association
- General Partnership
- Limited Partnership
- Corporation
- Other: _____

Citizenship/State of Incorporation/Organization: Delaware

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
- Security Agreement
- License
- Other: _____
- Merger
- Change of Name
- Nunc Pro Tunc Assignment
Effective Date: 09/19/1997

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

A. Trademark Application No.(s)

B. Trademark Registrations No.(s)
2,122,577
2,196,759

Additional numbers attached Yes No

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

Charles A. Laff
 MICHAEL BEST & FRIEDRICH LLP
 ATTORNEYS AT LAW
 401 NORTH MICHIGAN AVENUE, SUITE 1900
 CHICAGO, ILLINOIS 60611

Direct telephone calls to the above at telephone no. (312) 661-2140 or fax no. (312) 661-0029.

CERTIFICATE OF FACSIMILE TRANSMISSION

I hereby certify that this correspondence is being transmitted by facsimile to Assignment Recordation Services of the U.S. Patent and Trademark Office at 703-306-5995 on

Date: 12/10/03 Nancy K Thompson
Typed name: Nancy A. Thompson

6. Total number of applications and registrations involved: 2

7. Total fee (37 CFR 3.41) \$65.00

- Enclosed
- Authorized to be charged to deposit account
- Authorization to charge additional fees (deficiencies) to deposit account

8. Deposit account number: 50-1965

ATTORNEY DOCKET NO.: 201409-9008

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8. 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. Charges to deposit account are authorized.

Charles A. Laff
Name of Person Signing

[Signature]
Signature

12/10/03
Date

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

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patents and Trademarks, Box Assignments
Washington, DC 20231

CH \$65.00 501965 2122577

ASSIGNMENT OF REGISTRATION OF A MARK

WHEREAS, Bauer Creative Services, Inc., a Texas corporation of 150 Fifth Avenue, New York, NY 10011 (hereinafter "Assignor") has adopted and is using the marks which are registered in the United States Patent and Trademark Office, Reg. No. 2196759, dated October 13, 1998; and Reg. No. 2122577 dated December 16, 1997; and

WHEREAS, Heinrich Bauer Publishing, LP, a limited partnership incorporated in Delaware composed of Heinrich Bauer Verlag, a German Corp., and Bauer Inc., a Delaware corporation of 270 Sylvan Avenue, Englewood, NJ 07632 (hereinafter "Assignee") is desirous of acquiring said Marks and the registrations thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor has assigned, and by these presents, does hereby assign unto Assignee all rights, title and interest in and to said marks, together with the goodwill of the business symbolized by the marks and the above-identified registrations of said marks, effective nunc pro tunc as of September 19, 1997.

Bauer Creative Services, Inc.

By: _____

Name: *HUBERT BOELLA*

Title: *COO*

Date: *12/5/03*

Heinrich Bauer Publishing, LP

By: _____

Name: *RICH TEHRAN*

Title: *CFO (BAUER, INC. G.P)*

Date: *12/5/03*