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TRADEMARK ASSIGNMENT

Electronic Version v1.1 Stylesheet Version v1.1

SUBMISSION TYPE:

NEW ASSIGNMENT

NATURE OF CONVEYANCE:

ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Globe Communications Corp.		10/29/1999	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	RFP Inc.	
Street Address:	3 East 54th Street	
City:	New York	
State/Country:	NEW YORK	
Postal Code:	10022-3134	
Entity Type:	CORPORATION: DELAWARE	

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	2212736	BRIDAL GUIDE

CORRESPONDENCE DATA

Fax Number: (212)768-6800

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 212-398-8709

Email: hweller@sonnenschein.com

Correspondent Name: Howard H. Weller, Esq. c/o Sonnenschein

Address Line 1: Wacker Drive Station - Sears Tower

Address Line 2: P. O. Box 061080

Address Line 4: Chicago, ILLINOIS 60606-1080

ATTORNEY DOCKET NUMBER: 24408702-0001-R7M-3/29/04

NAME OF SUBMITTER: Roselia F. Maitland

Total Attachments: 2

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TRADEMARK
REEL: 002819 FRAME: 0814

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT ("Assignment") made this 29th day of October, 1999 by Globe Communications Corp., a Delaware corporation, ("Assignor"), and RFP Inc., a Delaware corporation ("Assignee"):

WITNESSETH:

WHEREAS, Assignor and Assignee are parties to that certain Asset Sale Agreement dated as of October 29, 1999 ("Agreement"), which Agreement provides, inter alia, for the sale by Assignor to Assignee and the purchase by Assignee from Assignor of all of Assignor's right, title and interest in, to and under the trademarks, service mark and trade name "Bridal Guide" and all variations and derivations thereof, and all applications and registrations incorporating "Bridal Guide" in any form (the "Mark").

NOW, THEREFORE, in consideration of the premises set forth herein and for other good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, Assignor agrees as follows:

- I. <u>Incorporation of Agreement</u>. The Agreement and the terms and provisions thereof is hereby incorporated herein in its entirety by this reference thereto.
- 2. <u>Assignment of Mark.</u> For good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby sells, transfers, assigns, conveys and delivers to Assignee the entire right, title and interest in and to the Mark and (a) renewals thereof, (b) all income, royalties, damages and payments now and hereafter due and/or payable with respect thereto, including, without limitation, damages and payments for past or future infringements thereof, (c) the right to sue for past, present and future infringements thereof, and (d) all rights corresponding thereto throughout the world and (e) the goodwill of Assignor's business connected with and symbolized by the Mark.
- 3. <u>Severability</u>. The provisions of this Assignment are severable, and if any clause or provision shall be held invalid or unenforceable in whole or in part in any jurisdiction, then such invalidity or unenforceability shall affect only such clause or provision, or part thereof, in such jurisdiction, and shall not in any manner affect such clause or provision in any other jurisdiction, or any other clause or provision of this Assignment in any jurisdiction.
- 4. <u>Cumulative Remedies; Effect on Agreement</u>. All of Assignee's rights and remedies with respect to the Mark, whether established hereby or by the Agreement, or by any other agreements or by law shall be cumulative and may be exercised singularly or concurrently. Assignor acknowledges and agrees that this Assignment is not intended to limit or restrict in any way the rights and remedies of Assignee under the Agreement but rather is intended to facilitate the assignment of the Mark to the Assignee.
- 5. <u>Binding Effect: Benefits.</u> This Assignment shall be binding upon Assignor and its respective successors and assigns, and shall inure to the benefit of Assignee, its successors and assigns.
- 6. Governing Law. This Assignment shall be governed by and construed in accordance with the laws of the State of New York and the United States of America.
 - 7. <u>Counterparts</u>. This Assignment may be executed in counterparts.

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IN WITNESS WHEREOF, the parties hereto have duly executed this Assignment on the date first above written.

Attested

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GLOBE COMMUNICATIONS CORP.

Name: Barry Rosenbloom

Title: Executive Vice President

Attested

RFP INC.

Name: Barry Rosenbloom

Title: President

STATE OF NEW YORK

) SS.

COUNTY OF NEW YORK

On this 29th day of October, 1999, before me, a Notary Public, personally appeared Barry Rosenbloom, to me known to be the person described in and who executed the foregoing Trademark Assignment on behalf of Globe Communications Corp., a Delaware corporation ("Globe"), and acknowledged that he executed the same by authorization of the Board of Directors of Globe, and he acknowledged the instrument to be the free act and deed of Globe.

[SEAL]

THAT A SHERME

LISA A. SHEMIE TOW YORK Notary Public, State of Maw York Countried in New York County Commission Expires Oct. 20, 0

STATE OF NEW YORK

) SS.

COUNTY OF NEW YORK

On this 29th day of October, 1999, before me, a Notary Public, personally appeared Barry Rosenbloom, to me known to be the person described in and who executed the foregoing Trademark Assignment on behalf of RFP Inc., a Delaware corporation ("RFP"), and acknowledged that he executed the same by authorization of the Board of Directors of RFP, and he agknowledged the instrument to be the free act and deed of RFP.

[SEAL]

Atary Public

LISA A. SHEMIE Py Public, State of New York No. 025H5086661 Qualified in New York County Commission Expires Oct. 20.

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TRADEMARK REEL: 002819 FRAME: 0816

RECORDED: 03/29/2004