




**ASSIGNMENT OF REGISTRATION OF A MARK**

WHEREAS, Bauer Creative Services, Inc., a Texas corporation, of 270 Sylvan Avenue, Englewood Cliffs, NJ 07632 (hereinafter "Assignor") has adopted and used the mark J 14 (hereinafter "the Mark"), which is registered in the United States Patent and Trademark Office, Reg. No. 2304219, dated December 28, 1999; and


WHEREAS, Bauer Publishing, LP, a limited partnership organized under the laws of New Jersey, 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 the Mark and the registration 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 mark, together with the goodwill of the business symbolized by the mark, and the above-identified registration of the Mark, effective nunc pro tunc as of January 12, 2001.

Bauer Creative Services, Inc.

By:   
Name: RICH TEEHAN  
Title: SECTY / TREAS.  
Date: 5/27/04

Bauer Publishing, LP

By:   
Name: RICH TEEHAN  
Title: SECTY / TREAS.  
Date: 5/27/04

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