



3-15-04 TRADEM

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VER SHEET

To the Director of the U.S. Patent and Trademark Office: Please record the attached original document or copy thereof.

<p>1. Name of conveying party(ies): LFIP</p> <p>Type of Entity: Corporation-Florida</p> <p>Additional names(s) of conveying party(ies) attached? No</p>	<p>2. Name and Address of receiving party(ies): Lebhar-Friedman, Inc. 425 Park Avenue New York, NY 10022</p> <p>Type of Entity: Corporation-New York</p> <p>If assignee is not domiciled in the United States, a domestic representative designation is attached: <input type="checkbox"/> No <input checked="" type="checkbox"/></p> <p>Additional name(s) & address(es) attached? No</p>
<p>3. Nature of Conveyance: Assignment</p> <p>Execution Date: March 5, 2004</p> <p>4.A. Trademark Application No(s):</p>	<p>B. Trademark Registration No.(s)</p> <p>246,953 841,817 1,035,764 1,126,281 1,807,435</p> <p>Additional numbers attached? No</p>
<p>5. Name and address of party to whom correspondence concerning document should be mailed:</p>	<p>6. Total number of documents involved: 1</p>
<p>OSTROLENK, FABER, GERB & SOFFEN, LLP 1180 Avenue of the Americas New York, New York 10036-8403</p>	<p>7. Total fee (37 CFR 3.41): \$ 140.00</p> <p>Enclosed as part of Check No. 16144</p> <p>In the event the actual fee is greater than the payment submitted or is inadvertently not enclosed or if any additional fee due is not paid, the Patent and Trademark Office is authorized to charge the underpayment to Deposit Account No. 15-0700.</p>
<p>DO NOT USE THIS SPACE</p>	
<p>8. <i>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.</i></p> <p style="text-align: center;"> Martin J. Beran Name of Person Signing March 10, 2004 Date </p> <p style="text-align: right;">Total number of pages including cover sheet, attachments, and document: 5</p>	

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02 FC:8522 100.00 OP

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**ASSIGNMENT**

WHEREAS, LFIP, a corporation, organized and existing under the laws of Florida, and doing business at:

3922 Coconut Palm Drive
Tampa, Florida 33619

(hereinafter called the Assignor), is the owner of the marks which are the subject of registrations in the U.S. Patent and Trademark Office, as follows:

Reg. No.	: 0246,953
Mark	: CHAIN STORE AGE
Reg. No.	: 0841,817
Mark	: NATION'S RESTAURANT NEWS
Reg. No.	: 1,035,764
Mark	: NATIONAL HOME CENTER NEWS
Reg. No.	: 1,126,281
Mark	: DRUG STORE NEWS
Reg. No.	: 1,807,435
Mark	: DRUG STORE NEWS

AND, WHEREAS, Lebhar-Friedman, Inc. a corporation, organized and existing under the laws of New York, whose principal office and place of business is:


425 Park Avenue
New York, New York 10022


(hereinafter called the Assignee), is desirous of acquiring said marks, and the registrations thereof;

NOW, THEREFORE, for good and valuable consideration receipt of which is hereby acknowledged, said Assignor does hereby assign unto the said Assignee all of its rights, title and interest in and to the said marks, together with the goodwill of the business symbolized by the marks, and the registrations thereof.

LFIP

3/5/04
[Date]

By: 
Name: Daniel J. Mills
Title: Senior V.P. / CFO


HELEN DAMALAS
Notary Public, State of New York
No. 01DA6056172
Qualified in Queens County
Com. Expires March 19, 2007

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