

FORM PTO-1618
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OMB No. 0651-0011 (exp. 6/99)

RECORDATION FORM COVER SHEET TRADEMARKS ONLY

U.S. DEPARTMENT OF
COMMERCE
Patent and Trademark Office
TRADEMARK

To the Honorable Commissioner for 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) Association
 General Partnership Limited Partnership
 Corporation
 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, L.P.**
Street Address: **270 Sylvan Avenue
Englewood, NJ 07632**

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

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 Merger
 Security Agreement Change of Name
 Other:

Execution Date: 08/25/2004

4. Application number(s) or registration number(s):
A. Trademark Application No.(s)

ATTORNEY DOCKET NO.: 201409-9051
B. Trademark Registrations No.(s)
2320092

Additional numbers attached? Yes No

5. Correspondent name and address:
**MICHAEL BEST & FRIEDRICH LLP
401 North Michigan Avenue, Suite 1900
Chicago, Illinois 60611-4212**

Direct telephone calls to: Charles A. Laff
at telephone no. (312) 222-0800 or fax no. (312) 222-0818

CERTIFICATE OF FACSIMILE TRANSMISSION
I hereby certify that this document is being transmitted via facsimile to the Assignment Recordation Services of the U.S. Patent and Trademark Office via fax number 703-306-5995 on September 10, 2004.

Nancy K. Thompson
Name: Nancy K. Thompson

6. Total number of properties involved: 1

7. Total fee (37 CFR 3.41)..... \$ _____
 Enclosed
 Authorized to be charged to deposit account
 Authorization to charge additional fees

8. Deposit Account Number - 50-1965

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. Charges to deposit account are authorized.

Charles A. Laff [Signature] 9/9/04
Name of Person Signing Signature Date

Total Number of Pages, including cover sheet, attachments and documents: 2

CH \$40.00 501965 2320092

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 mark TWIST which is registered in the United States Patent and Trademark Office, Reg. No. 2320092, dated February 22, 2000; and

WHEREAS, Heinrich Bauer Publishing L.P., a limited partnership incorporated in Delaware composed of Heinrich Bauer Verlag, a German corporation, and Bauer Inc., a Delaware corporation having a place of business at 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: RICH TEAHAN

Title: SECRETARY

Date: 8/25/04

Heinrich Bauer Publishing L.P.

By: 

Name: RICH TEAHAN

Title: SECRETARY

Date: 8/25/04