

RECORDATION FORM COVER SHEET TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies)/Execution Date(s):

The Wrenfield Group

- Individual(s)
- General Partnership
- Corporation-State
- Other
- Association
- Limited Partnership

Citizenship (see guidelines) Connecticut

Execution Date(s) February 13, 2004

Additional names of conveying parties attached? Yes No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name: Advance Magazine Publishers, Inc.

Internal

Address:

Street Address: Four Times Square

City: New York

State: New York

Country: USA Zip: 10036

- Association
 - General Partnership
 - Limited Partnership
 - Corporation
 - Other
- Citizenship _____
Citizenship _____
Citizenship New York
Citizenship _____

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)

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2504237

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

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

Name: Eric E. Gisolfi

Internal Address: Sabin Berment + Gould LLP

23rd Floor

Street Address: Four Times Square

City: New York

State: NY Zip: 10036

Phone Number: 212 381 7070

Fax Number: 212 381 7227

Email Address: egisolfi@sbandg.com

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 40

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed

8. Payment Information:

a. Credit Card Last 4 Numbers _____
Expiration Date _____

b. Deposit Account Number 19-0004

Authorized User Name Eric Gisolfi

9. Signature:

Eric E. Gisolfi
Signature

September 16, 2004
Date

Name of Person Signing

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

Documents to be recorded (including cover sheet) should be faxed to (703) 304-5995, or mailed to: Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

03-18-2004

31604

Form PTO-1594 (Rev. 10/02) OMB No. 0651-0027 (exp. 6/30/2005) Tab settings



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

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies): The Wrenfield Group

- Individual(s) Association General Partnership Limited Partnership Corporation-State Other

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

3. Nature of conveyance:

- Assignment Merger Security Agreement Change of Name Other

Execution Date:

2. Name and address of receiving party(ies)

Name: Advance Magazine Publishers Inc.

Internal Address:

Street Address: Four Times Square

City: New York State: NY Zip: 10036

- Individual(s) citizenship Association General Partnership Limited Partnership Corporation-State New York Other

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

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

A. Trademark Application No.(s) NA

B. Trademark Registration No.(s) 2504237

Additional number(s) attached Yes No

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

Name: Eric E. Gisolfi Internal Address: Sabin Bermant & Gould LLP

Street Address: Four Times Square City: New York State: NY Zip: 10036

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41) \$ 40

- Enclosed Authorized to be charged to deposit account

8. Deposit account number: 19-0004 (Attach duplicate copy of this page if paying by deposit account)

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.

Eric E. Gisolfi

March 11, 2004

Name of Person Signing

Signature

Date

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

03/17/2004 6TON11 00000161 190004 2504237 Commissioner of Patent & Trademarks, Box Assignments Washington, D.C. 20231

01 FC:6521 40.00 DA

TRADEMARK REEL: 002940 FRAME: 0258


ASSIGNMENT

WHEREAS, The Wrenfield Group, a Connecticut corporation located at Suite 110, 440 Main Street, Ridgefield, CT 06877 (hereinafter "Assignor") has adopted, used and registered the trademark CLUBRELLA, and is the record owner of said mark and U.S. Federal Registration No. 2504237 therefor, and

WHEREAS, Advance Magazine Publishers Inc., a New York company located at Four Times Square, New York, NY 10036 (hereinafter "Assignee"), is desirous of acquiring said mark and registration therefor;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, effective February 13, 2004, Assignor does hereby sell, assign, transfer and set over unto Assignee, all right, title and interest in and to the mark, together with the goodwill symbolized by said mark and the registration therefor.

THE WRENFIELD GROUP

By: 
Name: S.I. Newhouse, Jr.
Title: President

SABIN, BERMANT & GOULD LLP
ATTORNEYS AT LAW
FOUR TIMES SQUARE
NEW YORK, N. Y. 10036-6526

ERIC E. GISOLFI
DIRECT DIAL: 212-381-7070
FAX: 212-381-7227
E-MAIL: egisolfi@handg.com

March 11, 2004

Commissioner of Patents and Trademarks
Box Assignments
Washington, D.C. 20231

Re: Recordal of Trademark Assignment

Dear Sirs:

Attached is a signed trademark recordation form cover sheet and an original assignment document for Registration Number 2504237.

All recording and applicable fees should be charged to our firm's deposit Account No. 19-0004.

All correspondence regarding this recordal should be addressed to the undersigned.

Sincerely,



Eric E. Gisolfi

EEG/fm

Attachment