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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.

<p>1. Name of conveying party(ies): <u>Marshall Cavendish Corporation</u></p> <p><input type="checkbox"/> Individual(s) <input type="checkbox"/> Association <input type="checkbox"/> General Partnership <input type="checkbox"/> Limited Partnership <input checked="" type="checkbox"/> Corporation-State <u>New York</u> <input type="checkbox"/> Other _____</p> <p>Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>	<p>2. Name and address of receiving party(ies) Name: <u>Times Publishing Limited</u> Internal Address: _____</p> <p>Street Address: <u>1 New Industrial Road, Times Centre</u> City: <u>Singapore</u> State: _____ Zip: <u>536196</u></p> <p><input type="checkbox"/> Individual(s) citizenship _____ <input type="checkbox"/> Association _____ <input type="checkbox"/> General Partnership _____ <input type="checkbox"/> Limited Partnership _____ <input checked="" type="checkbox"/> Corporation-State <u>Singapore</u> <input type="checkbox"/> Other _____</p> <p><small>If assignee is not domiciled in the United States, a domestic representative designation is attached: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No (Designations must be a separate document from assignment) Additional name(s) & address(es) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</small></p>
<p>3. Nature of conveyance: <input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name <input type="checkbox"/> Other _____</p> <p>Execution Date: <u>January 12, 2004</u></p>	

<p>4. Application number(s) or registration number(s): A. Trademark Application No.(s)</p>	<p>B. Trademark Registration No.(s) <u>2,539,567</u></p>
Additional number(s) attached <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	

<p>5. Name and address of party to whom correspondence concerning document should be mailed: Name: <u>Daniel P. Collins, Palmer & Dodge LLP</u> Internal Address: _____ Street Address: <u>111 Huntington Avenue</u> City: <u>Boston</u> State: <u>MA</u> Zip: <u>02199</u></p>	<p>6. Total number of applications and registrations involved: 1</p> <p>7. Total fee (37 CFR 3.41).....\$ <u>40.00</u> <input type="checkbox"/> Enclosed <input checked="" type="checkbox"/> Authorized to be charged to deposit account</p> <p>8. Deposit account number: <u>50/1646</u> (Attach duplicate copy of this page if paying by deposit account)</p>
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FINANCE SECTION

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.

Daniel P. Collins Daniel P. Collins April 21, 2004
Name of Person Signing Signature Date

Total number of pages including cover sheet, attachments, and document: 3

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Mail documents to be recorded with required cover sheet information to:
Commissioner of Patent & Trademarks, Box Assignments
Washington, D.C. 20231

TRADEMARK
REEL: 002959 FRAME: 0521

TRADEMARK ASSIGNMENT

WHEREAS, Marshall Cavendish Corporation, a New York corporation having its primary place of business at 99 White Plains Road, Tarrytown, New York, 10591 (hereinafter "Assignor"), uses the trademark CULTURES OF THE WORLD (hereinafter referred to as "the Mark") and owns United States trademark registration number 2,539,567 for the Mark (hereinafter referred to as "the Registration");

WHEREAS, Times Publishing Limited, a Singapore corporation having its primary place of business at 1 New Industrial Road, Times Centre, Singapore 536196 (hereinafter "Assignee"), is desirous of acquiring any and all rights that Assignor may have in and to the Mark and the Registration together with the goodwill of the business in connection with which the Mark is used and which is symbolized by the Mark, along with the right to recover for damages and profits for past infringements thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign, sell and transfer unto Assignee, its successors and assigns, all of its right, title and interest in and to the Mark and the Registration together with the goodwill of the business symbolized by the Mark, along with the right to recover for damages and profits for past infringements thereof.

Marshall Cavendish Corporation
(Assignor)

By: Albert F Lee

Name: AUBERT F LEE

Title: President

STATE OF NEW YORK)
) ss:
COUNTY OF WESTCHESTER)

On this 11 day of January, 2004, before me personally came Albert Lee to me known, who being by me duly sworn did depose and say that he is the President of Marshall Cavendish Corporation and that he duly executed the foregoing instrument for and on behalf of Marshall Cavendish Corporation being duly authorized to do so and that said individual acknowledged said instrument to be the free act and deed of said corporation.

Alan J. Katz
Notary Public
My Commission Expires 8/25/2005

ALAN J. KATZ, NOTARY PUBLIC
State of New York
No. 01KA5084125
Qualified in Bronx County
Commission Expires: