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

102730163

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

1. Name of conveying party(ies): Appleton & Lange, Inc. Delaware Corporation 107 Elm Street Stamford, Conn. 06902 Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies) Name: Dowden Publishing Company, Inc. Internal Address:

3. Nature of conveyance: [X] Assignment [] Merger [] Security Agreement [] Change of Name [] Other Execution Date: January 28, 1999

Street Address: 110 Summit Avenue City: Montvale State: NJ Zip: 07645 Additional name(s) & address(es) attached? Yes No

4. Application number(s) or patent number(s): Trademark Reg. No. 1,254 506 If this document is being filed together with a new application, the execution date of the application is: A. Patent Application No.(s) B. Patent No.(s) Additional numbers attached? Yes No

6. Total number of applications and patents involved: 7. Total fee (37 CFR 3.41).....\$ 40.00 [] Enclosed [X] Authorized to be charged to deposit account

5. Name and address of party to whom correspondence concerning document should be mailed: Name: Donald S. Dowden Internal Address: Cooper & Dunham, LLP Street Address: 1185 Avenue of the Americas City: New York State: NY Zip: 10036

8. Deposit account number: 03-3125 (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. Donald S. Dowden Name of Person Signing Signature Date April 19, 2004 Total number of pages including cover sheet, attachments, and documents:

Mail documents to be recorded with required cover sheet information to: Director of the U.S. Patent and Trademark Office Mail Stop Assignment Recordation Services P.O. Box 1450, Alexandria, VA 22313-1450



4.22.04

ASSIGNMENT OF FEDERAL REGISTERED TRADEMARKS

WHEREAS, Appleton & Lange, Inc., a Delaware corporation ("Assignor"), having a place of business at 107 Elm Street, Stamford, Connecticut 06902-0041, is the successor in interest to Prentice Hall, Inc., owner of the trademarks registered in the United States Patent and Trademark Office as "The Journal of Family Practice", Registration No. 1255281, registered on October 25, 1983 and "The Journal of Family Practice", Registration No. 1254506, registered October 18, 1983;

WHEREAS, Dowden Publishing Company, Inc., a New Jersey corporation ("Assignee"), having a place of business at 110 Summit Avenue, Montvale, New Jersey 07645, has acquired, for valuable consideration, the receipt and sufficiency of which is hereby acknowledged, any and all rights and interest in and to said trademark described above;

NOW, THEREFORE, Assignor hereby assigns to Assignee any and all rights and interest in the United States in and to the said trademarks together with the goodwill of the business symbolized by said trademarks and registration thereof.

Signed at 1:08 pm, this 28th day of January, 1999.

APPLETON & LANGE, INC.

Rich M. Fl...
Signature

Rich M. Flemenbaum, Asst. Sec.
Print or type name and position -

STATE OF ILLINOIS)
COUNTY OF COOK)

On the 28th day of January, 1999 before me, Karen L. Franklin, Notary Public, personally appeared Rich M. Flemenbaum.

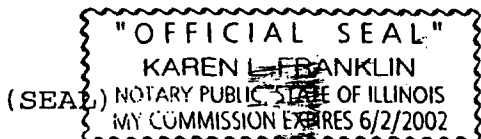
✓ personally known to me

or

 proved to me on the basis of satisfactory evidence

to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal



Karen L. Franklin
SIGNATURE OF NOTARY PUBLIC

TRADEMARK