

RECORDATION FORM COVER SHEET TRADEMARKS ONLY

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

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

1. Name of conveying party(ies):
THE STERLING/MACFADDEN PARTNERSHIP

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

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

2. Name and address of receiving party(ies):
DORCHESTER MEDIA, LLC
333 Seventh Avenue
New York, New York 10001-5004

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

Domestic representative is attached: Yes No
Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance:

Assignment Merger
 Security Agreement Change of Name
 Other _____

Execution Date: January 23, 2004

4. (A.) Trademark Application No.(s)

Additional numbers attached? Yes No

4. (B.) Trademark Registration No.(s)
1455243 2456665
1438578 2180236
1455244

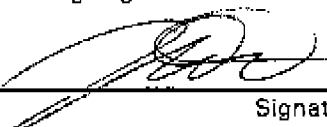
5. Correspondence should be mailed to:
**VICTOR M. TANNENBAUM
ABELMAN, FRAYNE & SCHWAB**
150 East 42nd Street
New York, New York 10017

6. Total number of applications and registrations involved:..... **5**

7. Total fee (37 CFT 3.41): \$ 140.00
 Enclosed
(The said Deposit Account should be charged for any official fee not fully covered by the enclosed check)
 Authorized to be charged to deposit account
Deposit account number: 01-0035
(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

8. 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.

VICTOR M. TANNENBAUM /  / 12/6/04
Name of Person Signing Signature Date

Total number of pages comprising cover sheet, attachments and documents: **10**

DEED OF ASSIGNMENT

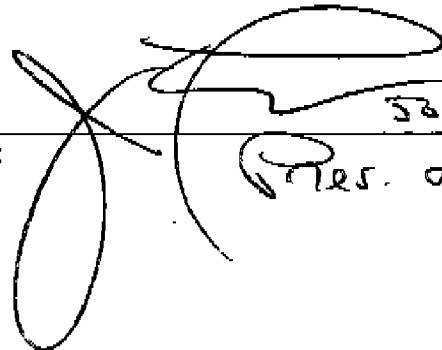
I, JOHN C PREBIETT of Dorchester Media, LLC ("Dorchester"), do hereby make the following declaration on behalf of Dorchester:

1) Pursuant to the terms of an Asset Purchase Agreement effective as of January 23, 2004, Dorchester acquired, by quitclaim assignment, whatever right, title and interest The Sterling/MacFadden Partnership may have had in and to the following trademarks registered in the United States of America and the goodwill associated therewith:

<u>TRADEMARK</u>	<u>NUMBER</u>
TRUE ROMANCE	1455243
TRUE CONFESSIONS	1438578
TRUE LOVE	1455244
TRUE EXPERIENCE	2456665
TRUE STORY ROMANCE SPECIAL	2180236

2) The statements herein are true and are based on my own knowledge. Further, these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or document or any registration resulting therefrom.

Executed this 1st day of November, 2004

By 
 Title: Pres. & CEO