

FORM PTO-1618
(Rev. 11/99)
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)
- General Partnership
- Corporation
- Other:
- Association
- Limited Partnership

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: **Bauer Publishing Company, 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
- Security Agreement
- Other: _____
- Merger
- Change of Name

Execution Date: April 18, 2005

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

A. Trademark Application No.(s)

78/405657

ATTORNEY DOCKET NO.: 201409-9053-US00

B. Trademark Registrations No.(s)

5. Correspondent name and address:

**MICHAEL BEST & FRIEDRICH LLP
401 North Michigan Avenue, Suite 1900
Chicago, Illinois 60611-4212**

Direct telephone calls to: Judith L. Grubner
at telephone no. (312) 222-0800 or fax no. (312) 222-0818

Additional numbers attached? Yes No

6. Total number of properties involved: 1

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 4-25-05

Date: 4/25/05


Dawn Ternig

7. Total fee (37 CFR 3.41) \$ 40.00

- Enclosed
- Authorized to be charged to deposit account No. 50-1965
- 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.

Judith L. Grubner
Name of Person Signing

Judith L. Grubner
Signature

4-25-05
Date

Total Number of Pages, including cover sheet, attachments and documents: 3

CH \$40.00 501965 78405657

ASSIGNMENT

WHEREAS, Bauer Creative Services, Inc., a Texas corporation, having a place of business at 270 Sylvan Avenue, Englewood Cliffs, NJ 07632 (hereinafter "Assignor"), owns all right, title and interest in and to the trademarks and registrations therefor, listed on the attached SCHEDULE OF TRADEMARKS, and the goodwill of the business symbolized by the aforesaid trademarks; and


WHEREAS, Bauer Publishing Company, L.P., a limited partnership organized under the laws of Delaware, whose general partners are 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"), desires to acquire all of ASSIGNOR's right, title and interest in and to the aforesaid trademarks and registrations therefor and the goodwill of the business symbolized by said trademarks.

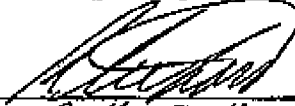
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, said ASSIGNOR has sold, transferred, and assigned and by these presents does hereby sell, transfer, and assign to ASSIGNEE, its successors, assigns and legal representatives, all of the right, title, and interest in and to the trademarks and registrations therefor listed on attached SCHEDULE OF TRADEMARKS and the goodwill of the business symbolized by said trademarks.

IN WITNESS WHEREOF this Assignment has been duly executed by an authorized officer of ASSIGNOR and of ASSIGNEE.

Bauer Creative Services, Inc. (Assignor)

Bauer Publishing Company L.P. (Assignee)


Name: Rich TEEHAN
Title: SECRETARY
Date: 4/12/05

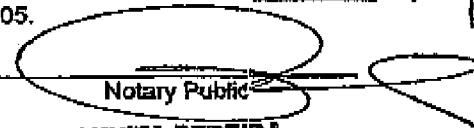

Name: Rich TEEHAN
Title: TREASURER
Date: 4/12/05

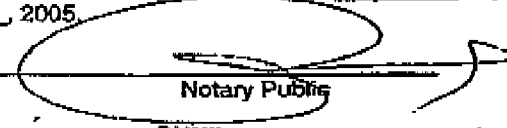
State of New Jersey ACKNOWLEDGMENT
County of Bergen ss.

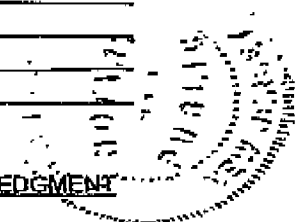
State of New Jersey ACKNOWLEDGMENT
County of Bergen ss.

Subscribed and sworn to before me this 12th day of April, 2005.

Subscribed and sworn to before me this 18th day of April, 2005.


Notary Public
SUNITA PEREIRA
NOTARY PUBLIC OF NEW JERSEY
My Commission Expires Oct 31, 2006


Notary Public
SUNITA PEREIRA
NOTARY PUBLIC OF NEW JERSEY
My Commission Expires Oct 31, 2006



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