

06-10-2005

U.S. PATE

Docket No. 22379.0000.0033

6/7/05

PILLSBURY  
TRADEMARK REC

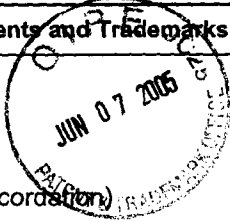


103019337  
COVER SHEET

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

- New
- Resubmission (Non-Recording) Document ID # \_\_\_\_\_
- Correction of PTO Error Reel # \_\_\_\_\_ Frame # \_\_\_\_\_
- Corrective Document Reel # \_\_\_\_\_ Frame # \_\_\_\_\_



Conveyance Type

- Assignment
- License
- Security Agreement
- Nunc Pro Tunc Assignment Effective Date Month Day Year 06/23/2000
- Merger
- Change of Name
- Other \_\_\_\_\_

Conveying Party

Mark if additional names of conveying parties attached

Execution Date  
Month Day Year  
06/01/2005

Name Johnson Hill Press, Inc.

Formerly \_\_\_\_\_

- Individual
- General Partnership
- Limited Partnership
- Corporation
- Association
- Other \_\_\_\_\_
- Citizenship/State of Incorporation/Organization Delaware

Receiving Party

Mark if additional names of receiving parties attached

Name Cygnus Business Media, Inc.

DBA/AKA/TA \_\_\_\_\_

Composed of \_\_\_\_\_

Address (line 1) 1233 Janesville Avenue

Address (line 2) \_\_\_\_\_

Address (line 3) Fort Atkinson Wisconsin 53538  
City State/Country Zip Code

- Individual
  - General Partnership
  - Limited Partnership
  - Corporation
  - Association
  - Other \_\_\_\_\_
  - Citizenship/State of Incorporation/Organization Delaware
- If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

06/09/2005 ECDOPER 00000127 191565 2205510

FOR OFFICE USE ONLY

01 FC:8021 40.00 DA

Mail documents to be recorded with required cover sheet(s) information to:  
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

**Domestic Representative Name and Address**

Enter for the first Receiving Party only.

Name \_\_\_\_\_  
 Address (line 1) \_\_\_\_\_  
 Address (line 2) \_\_\_\_\_  
 Address (line 3) \_\_\_\_\_  
 Address (line 4) \_\_\_\_\_

**Correspondent Name and Address**

Area Code and Telephone Number 202.663.8000

Name Kathy J. McKnight  
 Address (line 1) Pillsbury Winthrop Shaw Pittman LLP  
 Address (line 2) 2300 N. Street, NW  
 Address (line 3) Washington, D.C. 20037-1128  
 Address (line 4) \_\_\_\_\_

**Pages** Enter the total number of pages of the attached conveyance document # 1  
 including any attachments.

**Trademark Application Number(s) or Registration Number(s)**  Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)	Registration Number(s)
_____	<u>2205510</u>
_____	_____
_____	_____

**Number of Properties** Enter the total number of properties involved. # 1

**Fee Amount** Fee Amount for Properties Listed (37 CFR 3.41): \$ 40

Method of Payment: Enclosed  Deposit Account

Deposit Account (Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number: # 19-1565

Authorization to charge additional fees: Yes  No

**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, as indicated herein.*

Kathy J. McKnight  
 Name of Person Signing

Kathy McKnight  
 Signature

June 7, 2005  
 Date Signed

