

FORM PTO-1618A
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04-16-1999



DEPARTMENT OF COMMERCE
Patent and Trademark Office
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TRADEMARKS ONLY

Our Ref.: 45390-5081 and 8000

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

Submission Type

New

 Resubmission (Non-Recordation)
Document ID # _____

 Correction of PTO Error
Reel # _____ Frame # _____

 Corrective Document
Reel # _____ Frame # _____

Conveyance Type

Assignment License

 Security Agreement

 Merger

 Change of Name Effective Date
 Month Day Year
 3/1/99

 Other _____

Conveying Party

_____ Mark if additional names of conveying parties attached

Name Jossey-Bass, Inc., Publishers

Execution Date
Month Day Year

3/1/99

Formerly _____

Individual General Partnership Limited Partnership Corporation
 Association Other

Citizenship/State of Incorporation/Organization California

Receiving Party

_____ Mark if additional names of receiving parties attached

Name Ahsuog Inc.

DBA/AKA/TA _____

Composed of _____

Address (line 1) 1633 Broadway

Address (line 2) New York, New York, 10019-6785

Address (line 3) _____

Individual General Partnership Limited Partnership If document to be recorded is an assignment and
 Corporation Association the receiving party is not domiciled in the
 Other _____ United States, an appointment of a domestic
representative should be attached

Citizenship/State of Incorporation/Organization California

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40.00 OP

FOR OFFICE USE ONLY

Mail documents to be recorded with required cover sheet(s) information to:
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 200231

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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 (212) 309-6988

Name Kerry A. Krzynowek, Esq.

Address (line 1) MORGAN, LEWIS & BOCKIUS LLP, Attn: TMSU

Address (line 2) 1800 M Street, N.W.

Address (line 3) Washington, D.C. 20036-5869

Pages

Enter the total number of pages of the attached conveyance document including any attachments.

2

Trademark Application Number(s) or Registration Number(s)

Trademark Application Number(s)

Registration Number(s)

930,061

Number of Properties Enter the total number of properties involved.

1

Fee Amount Fee Amount for Properties Listed (37 CFR 3.41):

\$ 40.00

Method of Payment: Enclosed

Deposit Account _____

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

Deposit Account Number: 13-4520

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.

Kerry A. Krzynowek
Name of Person Signing

Kerry A. Krzynowek, Esq.
Signature

April 7, 1999
Date Signed

TRADEMARK ASSIGNMENT

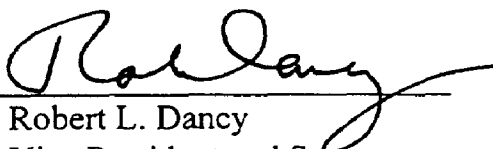
This Trademark Assignment is made on the 1st day of March, 1999, by Jossey-Bass, Inc., Publishers, a California corporation, having a principal business address at 350 Sansome Street, San Francisco, California 94104 ("Assignor"), in favor of Ahsuog Inc., a California corporation, having a principal business address at 1633 Broadway, New York, New York 10019-6785 ("Assignee").

WHEREAS, Assignor owns all right, title and interest in and to the marks listed on the attached Schedule A ("Marks"), any pending applications for federal registration or federal registrations therefor, and the goodwill of the business developed through the use of the Marks; and

WHEREAS, Assignee desires to acquire all right, title, and interest in and to the Marks, any pending applications for federal registration or federal registrations therefor, and the goodwill developed through the use of the Marks.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, Assignor hereby assigns and transfers to Assignee, the entire right, title, and interest in and to the Marks, any pending applications for federal registration or federal registrations therefor, and the goodwill of the business symbolized by the Marks. All rights and privileges, including the right to sue for and receive all damages from past infringements of the Marks, will be held and enjoyed by the Assignee, its successors, assigns and other legal representatives.

JOSSEY-BASS, INC., PUBLISHERS

By: 
Robert L. Dancy
Vice President and Secretary

SCHEDULE A

U.S. Registrations

<u>Mark</u>	<u>Reg. No.</u>
BAKER'S BIOGRAPHICAL DICTIONARY OF MUSICIANS	2,119,079
CASELL'S	1,302,531
CHARLES SCRIBNER'S SONS	1,160,892
CHILDHOOD OF FAMOUS AMERICANS Plus Design	704,981
Lantern Logo	1,212,411
Trees Logo	1,830,359
MAPREADER	2,082,634
NEW DISCOVERY	1,811,522
SCRIBNER PAPERBACK FICTION Plus Design	2,137,514
SCRIBNER Plus Design	2,134,666
SCRIBNERS Plus Design	1,208,275
THE BASEBALL ENCYCLOPEDIA	1,791,562
THE COLLEGE BLUE BOOK	930,161 930,061
THE COMPLETE IDIOT'S GUIDE TO Plus Design	2,129,136
THE SCRIBNER LIBRARY Plus Design	889,095
THORNDIKE LARGE PRINT	1,709,939
THORNDIKE PRESS	1,725,504

U.S. Applications

<u>Mark</u>	<u>Serial No.</u>
THE COMPLETE IDIOT'S TRAVEL GUIDE TO Plus Design	75/489,222
G.K. HALL & CO Plus Design	75/537,692
GREAT LIBRARIES ARE BUILT ON OUR BOOKS	75/541,196

Common Law Trademarks

<u>Mark</u>
Flame Logo
Lantern and Wreath Logo

101 Park Avenue
New York, NY 10178-0060
212-309-6000
Fax: 212-309-6273

**Morgan, Lewis
& Bockius LLP**
C O U N S E L O R S A T L A W



Kerry A. Krzynowek
Admitted in Maryland and District of Columbia
212-309-6988

April 7, 1999

VIA HAND DELIVERY

Assistant Commissioner for Trademarks
Box Assignments
2900 Crystal Drive
Arlington, Virginia 22202-3513
Attention: Assignment Branch

Re: Recordation of Trademark Assignment from Jossey-Bass to Ahsuog
Our Refs.: 45390-5081 and 8000

Dear Sir or Madam:

We enclose for recording at the Assignment Branch a copy of the Trademark Assignment from Jossey-Bass, Inc., Publishers to Ahsuog Inc. This document is being filed to update record title to the registration for mark THE COLLEGE BLUE BOOK, Reg. No. 930,061.

The details of this recording are set out on the enclosed Recordation Form Cover Sheet in compliance with Patent and Trademark Office rules. We also enclose a check in the amount of \$40 to cover the filing fee for this request. Any additional fees should be charged to the deposit account of Morgan, Lewis & Bockius LLP, Account No. 13-4520.

Please call me if you have any questions concerning this filing. Thank you for your assistance.

Sincerely,

Kerry A. Krzynowek
Kerry A. Krzynowek, *HAB*

Enclosures

cc: Gregory S. Shatan (w/o encls.)

AA01B/13640.1

Philadelphia Washington New York Los Angeles Miami Harrisburg Pittsburgh Princeton
London Brussels Frankfurt Tokyo Singapore Jakarta

RECORDED: 04/07/1999

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