

6-78-99

RECORDS
TRAD

06-30-1999

Tab #11111 000

To the Honorable Commissioner of Patents and Trademarks

ments or copy thereof.



101079769

1. Name of conveying party(ies):

EMAP National Publications Limited

- Individual(s)
- General Partnership
- Corporation - ~~USA~~ United Kingdom
- Other
- Association
- Limited Partnership

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

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: October 1, 1998

2. Name and address of receiving party(ies):

Name: EMAP Consumer Magazines Limited

Internal Address: _____

Street Address: 1 Lincoln Road

Lincoln Court

City _____ State _____ ZIP _____

Peterborough, PE1 2RF, United Kingdom

- Individual(s) citizenship _____
- Association _____
- General Partnership _____
- Limited Partnership _____
- Corporation-State United Kingdom
- Other _____

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No

(Designation must be a separate document from Assignment)

Additional name(s) & address(es) attached? Yes No

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

A. Trademark Application No.(s)

B. Trademark registration No.(s)

2,135,232

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Richard M. Goldberg

Internal Address: _____

Street Address: 25 East Salem Street
Suite 419

City: Hackensack State NJ ZIP 07601

6. Total number of applications and registrations involved: 1

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

Enclosed

Any additional fees
Authorized to be charged to deposit account

8. Deposit account number:

07-1524

(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.

Richard M. Goldberg

Name of Person Signing

Richard M. Goldberg

Signature

June 25, 1999

Date

Total number of pages comprising cover sheet: 1

OMB No. 0651-0011 (exp. 4/94)

06/29/1999 0000228 2135232

01 FC:481

40.00 DP

Do not detach this portion

Mail documents to be recorded with required cover sheet information to:

Commissioner of Patents and Trademarks
Box Assignments
Washington, D.C. 20231

Public burden reporting for this sample cover sheet is estimated to average about 30 minutes per document to be recorded, including time for reviewing the document and gathering the data needed, and completing and reviewing the sample cover sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Office of Information Systems, PK2-1000C, Washington, D.C. 20231, and to the Office of Management and Budget, Paperwork Reduction Project, (0651-0011), Washington, D.C. 20503

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

OWNER : EMAP Consumer Magazines Limited
(by Assignment from EMAP National
Publications Limited)

REGISTRATION NO. : 2,135,232

REGISTRATION DATE: FEBRUARY 10, 1998

MARK : MAX POWER

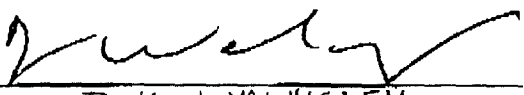
APPOINTMENT OF DOMESTIC REPRESENTATIVE

TO: Assistant Commissioner for Trademarks
2900 Crystal Drive
Arlington, Virginia 22202-3513

Dear Sir:

The Owner, EMAP Consumer Magazines Limited, of U.S. Trademark Registration No. 2,135,232, by assignment from EMAP National Publications Limited, hereby appoints RICHARD M. GOLDBERG, Esq., who is admitted to practice under the laws of the State of New Jersey, having an office at 25 East Salem Street, Hackensack, New Jersey 07601, (201) 343-7775 as its domestic representative upon whom notice or process in proceedings affecting the above captioned mark may be served.

EMAP Consumer Magazines Limited


Name: D. K. WALKSLEY
Title: COMPANY SECRETARY

17 June 1999

Date

DATED 1st October 1998

EMAP NATIONAL PUBLICATIONS LIMITED

-and-

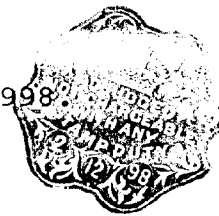
EMAP CONSUMER MAGAZINES LIMITED

TRADE MARK ASSIGNMENT

Urquhart-Dykes & Lord
New Priestgate House
57 Priestgate
Peterborough, Cambs
PE1 1JX

TRADEMARK
REEL: 001920 FRAME: 0734

THIS ASSIGNMENT is made the 1st October 1998



BETWEEN:

1. EMAP NATIONAL PUBLICATIONS LIMITED a company incorporated in England and whose registered office is at 1 Lincoln Court, Lincoln Road, Peterborough, PE1 2RF (the "Assignor"); and
2. EMAP CONSUMER MAGAZINES LIMITED a company incorporated in England and whose registered office is at 1 Lincoln Court, Lincoln Road, Peterborough, PE1 2RF (the "Assignee")

WHEREAS:

- A) The Assignor is the registered proprietor of the trade marks details of which are set out in the Schedule hereto (the "Trade Marks").

RIDER:

- A) The Assignor has previously sold its business of magazine publication to the Assignee and granted to it an exclusive licence of the Trade Marks to publish the magazine titles and other publications using the Trade Marks. The Assignee then appointed the Assignor as its agent to publish such magazines.
- B) For the propose of an internal reorganisation, the Assignee and Assignor have agreed to terminate the licence and the agency between them in a Sale and Purchase Agreement of even date between the Assignor and the Assignee. As part of that Sale and Purchase Agreement it is hereby agreed by

the Assignor to assign all rights, title and interest in the Trade Marks to the Assignee on the terms of this Agreement.

NOW IT IS HEREBY AGREED AS FOLLOWS:

1. ASSIGNMENT

In consideration of the payment of £1.00 from the Assignee to the Assignor receipt of which is hereby acknowledged, the Assignor hereby assigns to the Assignee with full title guarantee all its rights, title and interest in and to the Trade Marks together with all goodwill of the business in relation to which such Trade Marks are used (but no other or greater goodwill) including all rights, privileges and advantages thereto including without limitation, the right to take proceedings and recover damages and obtain all other remedies in respect of past infringements thereof to hold unto the Assignee absolutely.

2. FURTHER ASSURANCE

The Assignor agrees to do all acts and execute all documents, including (without limitation) the payment of any stamp duty or other related duties at its own expense as may be required by the Assignee from time to time, after the date of this Assignment from the Assignee to obtain the full benefit of the rights granted to the Assignee pursuant to this Assignment.

3. STAMP DUTY

It is hereby certified that the transaction hereby effected does not form part of a larger transaction or a series of transactions in respect of which the amount or value or the aggregate amount or value of the consideration exceeds £60,000.

4. **GOVERNING LAW**

This Assignment shall be governed by and construed in accordance with English law and the parties hereby submit to the exclusive jurisdiction of the English Courts in relation to all matters arising out of this Assignment.

IN WITNESS WHEREOF this Assignment has been executed by or on behalf of the parties hereto on the date first above written.

SCHEDULE

Trade Marks

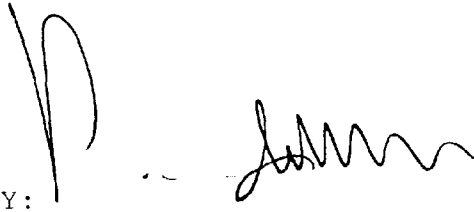
Trade Marks	Country	Trade Mark No	Classes	Status
BHP	GB	2049706	09 16 42	REGISTERED
BIKE	GB	1518480	16	REGISTERED
BIKE MART	GB	2049572	42	REGISTERED
BIKE MART	GB	1580745	16	REGISTERED
BIKE MART	GB	2031264	09	REGISTERED
BRAKE HORSE POWER	GB	B1550951	16	REGISTERED
CAR	GB	1518470	16	REGISTERED
CAR WORLD	GB	2101452	09 16	REGISTERED
CLASSIC BIKE	GB	B1518475	16	REGISTERED
CLASSIC CAR WEEKLY	GB	2033481A	09	REGISTERED
CLASSIC CAR WEEKLY	GB	2033481B	16	REGISTERED
CLASSIC CARS	GB	B1399591	16	REGISTERED
CLASSIC CARS	GB	B1259600	16	REGISTERED
DRIVE	GB	2139390	16 38	PENDING
EVO	GB	2171635	09 16 41	PENDING

LANDROVER OWNER INTERNATIONAL	GB	2005555	16	PENDING
MAX POWER	GB	2049709A	09 42	REGISTERED
MAX POWER	GB	2049709B	16	REGISTERED
MAX POWER	GB	2155875	38	PENDING
MAX POWER	US	2135232	16	REGISTERED
MAX LIVE	GB	2049575	35	REGISTERED
MCN	GB	2031263	09 16	REGISTERED
MCN LOGO (3D)	GB	2125356	09 16 35 41	REGISTERED
MCN	GB	2049570	42	REGISTERED
MCN LOGO	GB	2122645	09 16 35 41	REGISTERED
MCQ	GB	2048101	09 16 42	REGISTERED
MCW	GB	2157626	09 16 41	PENDING
MOTO GRAND PRIX	GB	B1518476	16	REGISTERED
MOTOR CYCLE NEWS	GB	2031261	09	REGISTERED
MOTOR CYCLE NEWS	GB	2049571	39	REGISTERED
MOTOR CYCLE NEWS	GB	B1518477	16	REGISTERED
MOTOR CYCLE WORLD	GB	2157632	09 16 41	PENDING
PARKERS	GB	2148095	09 16 39	PENDING
PERFORMANCE CAR	GB	B1518471	16	REGISTERED
PERFORMANCE BIKES	GB	1518479	16	REGISTERED
PERFORMANCE BIKES	DE		16	PENDING
PERFORMANCE BIKES	BX	921414	16	PENDING

PETROL	GB	2139387	16 38	PENDING
PETROL	GB	2139387A	16	PENDING
PETROL	GB	2139387B	38	PENDING
POPULAR CLASSICS	GB	1518473	16	REGISTERED
POWERSLIDE	GB	1550975	16	REGISTERED
PRACTICAL CLASSICS AND CAR RESTORER	GB	1518454	16	REGISTERED
REV	GB	2012377	16	REGISTERED
REVS	GB	2048009	09 16 35 42	REGISTERED
RIDE	GB	2007769	16	REGISTERED
SPEED SHOP	GB	2132866	09 16 41	PENDING
SPEED SHOP ICONS	GB	2138250	09 16 35 41	REGISTERED
SPIN	GB	2139391	16 38	PENDING
STREET MACHINE	GB	1518452	16	REGISTERED
SUPERCLASSICS	GB	2008757	16	REGISTERED
THE CLASSIC MOTOR CYCLE	GB	B1518472	16	REGISTERED
THE MOTOR CYCLE	GB	687182	16	REGISTERED
THOROUGHbred AND CLASSIC CARS	GB	B1082106	16	REGISTERED
THOROUGHbred AND CLASSIC CARS	BX	471853	16 41	REGISTERED

THOROUGHBRED AND CLASSIC CARS	AU	621300	16	PENDING
TOP BIKE	GB	2010891	16	REGISTERED
UNLEASH THE BEAST	GB	2052056	09 16 42	REGISTERED
WHAT BIKE?	GB	1518478	16	REGISTERED

1) SIGNED FOR AND ON BEHALF OF

EMAP NATIONAL PUBLICATIONS LIMITED BY: 

NAME: *SHIVA ANAND*

POSITION IN COMPANY: *DIRECTOR*

2) SIGNED FOR AND ON BEHALF OF

EMAP CONSUMER MAGAZINES LIMITED BY: 

NAME: *TOM MOLONEY*

POSITION IN COMPANY: *DIRECTOR*