

07-19-1999



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RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

4

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 Nunc Pro Tunc Assignment
Effective Date
Month Day Year
 Merger 5/17/99
 Change of Name
 Other

Conveying Party

Mark if additional names of conveying parties attached
Name Hola Industries Corp. Execution Date
Month Day Year
 7/8/99

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 About.com, Inc.

DBA/AKA/TA

Composed of

Address (line 1) 220 East 42nd Street

Address (line 2)

Address (line 3) New York New York 10017
City State/Country Zip Code

Individual General Partnership Limited Partnership If document to be recorded is an
 Corporation Association 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.)
 Other
 Citizenship/State of Incorporation/Organization Delaware

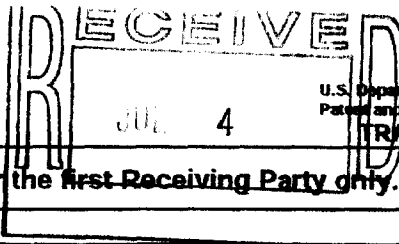
07/15/1999 MTHA11 00000236 75683423
01 FC:481 40.00 OP
02 FC:482 25.00 OP

FOR OFFICE USE ONLY

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Mail documents to be recorded with required cover sheet(s) information to:

TRADEMARK
REEL: 001928 FRAME: 0443



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

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Pages

Enter the total number of pages of the attached conveyance document 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)		
<input type="text" value="75/683423"/>	<input type="text" value="75/683424"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Number of Properties

Enter the total number of properties involved.

#

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

\$

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:

#

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.

Lawrence R. Miller

7/14/99

Name of Person Signing

Signature

Date Signed

ASSIGNMENT OF TRADEMARKS

The Assignment is made as of May 17, 1999, by Applicant, Hola Industries Corp. ("ASSIGNOR"), a Delaware corporation, with an address at c/o Brobeck Phleger & Harrison LLP, 1633 Broadway, 47th Floor, New York, New York 10019, to About.com, Inc. ("ASSIGNEE"), a Delaware corporation, with an address at 220 East 42nd Street, New York, New York 10017 and the successor to the Applicant's business, to which the marks pertain.

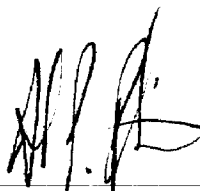
NOW THEREFORE, for and in consideration of good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR does hereby assign, sell, and transfer to ASSIGNEE, its successors and assigns, all right, title and interest in and to the trademark applications and the associated trademarks listed on Exhibit A attached hereto and made a part hereof, together with the goodwill of the business symbolized by and associated with such trademarks.

IN WITNESS WHEREOF, ASSIGNOR has executed this Assignment.

HOLA INDUSTRIES CORP.

Dated: 7/8/99

By:



Name: ALAN BLAUSTEIN

Title: SR VP & GC

Exhibit A

TRADEMARK SCHEDULE

MARK	SERIAL NO.
ABOUT	75/683,423
ABOUT.COM	75/683,424