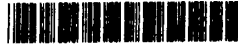


FORM PTO-1618A
Expires 06/30/99
OMB 0651-0027

09-20-1999

U.S. Department of Commerce
Patent and Trademark Office
TRADEMARK



101150828

RECORDATION FORM COVER SHEET

TRADEMARKS ONLY

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

☐ Merger

Effective Date
Month Day Year

☐ Change of Name

☐ Other _____

Conveying Party

☐ Mark if additional names of conveying parties attached

Execution Date
Month Day Year
July 16, 1999

Name Reed Elsevier, Inc.

Formerly _____

☐ Individual ☐ General Partnership ☐ Limited Partnership ☒ Corporation ☐ Association

☐ Other _____

☐ Citizenship/State of Incorporation/Organization Massachusetts

Receiving Party

☐ Mark if additional names of receiving parties attached

Name Jobson Publishing L.L.C.

DBA/KA/TA _____

Composed of _____

Address (line 1) 100 Avenue of the Americas

Address (line 2) _____

Address (line 3) New York

NY

State/Country

Zip Code
10013

☐ Individual ☐ General Partnership ☐ Limited Partnership

☐ Corporation ☐ Association

☒ Other Limited Liability Company

☐ 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.)

FOR OFFICE USE ONLY

09/21/1999 NTH:11 00000165 2149871

01 FC:1481
02 FC:1482

40.00 EP
50.00 EP

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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

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"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="2149871"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="S-1855418"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1685285"/>	<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:

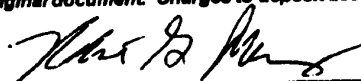
Yes ☐ No ☐

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.

Robert G. Martin

Name of Person Signing



Signature

9/15/99

Date Signed

ASSIGNMENT OF TRADEMARKS
(PUBLICATIONS)

AGREEMENT made this 14 day of July, 1999 by and between Read Elsevier Inc., a Massachusetts corporation ("Assignor"), and Jobson Publishing L.L.C., a Delaware limited liability company ("Assignee").

WHEREAS, Assignor has applied for and/or obtained the trademark registrations relating to the Trademarks listed on Schedule A hereto (the "Trademarks"); and

WHEREAS, Assignee desires to acquire all of Assignor's right, title and interest in and to the Trademarks, all registrations and applications pertaining thereto, and the goodwill associated with the Trademarks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor and Assignee agree as follows:

1. Assignment. Assignor hereby assigns, transfers and conveys to Assignee all of Assignor's right, title and interest in and to the Trademarks, including without limitation the trademark registrations and applications listed on Schedule A hereto.

2. Registration. Assignor hereby authorizes the state and federal agencies and foreign jurisdictions to which Assignor has applied for registration of the Trademarks (as specified on Schedule A hereto) to issue all registrations pertaining to such applications in the name of Assignee or as Assignee may otherwise direct.

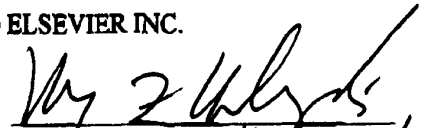
3. Cooperation by Assignor. Upon assignee's request, Assignor and its officers, representatives and successors shall perform all acts reasonably necessary to ensure the full and complete enjoyment by Assignee of all right, title and interest in and to the Trademarks, including without limitation the execution, delivery, filing and recording, at Assignor's expense, of such further assignments, certificates, applications, instruments and other documents as may be requested by Assignee.

EXECUTED as a sealed instrument under the laws of the Commonwealth of Massachusetts as of the date indicated above.

ASSIGNOR:

REED ELSEVIER INC.

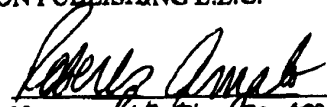
By:


Name: Henry Z. Horbaczewski
Title: Senior Vice President and General Counsel

ASSIGNEE:

JOBSON PUBLISHING L.L.C.

By:


Name: Robert J. Amato
Title: Pres.

BO:21715.1

SCHEDULE A TO ASSIGNMENT OF TRADEMARKS (PUBLICATIONS)

<i>Mark</i>	<i>Country</i>	<i>EYEWEAR</i>	<i>Classes</i>	<i>Reg. Owner</i>	<i>App. #</i>	<i>App. Dt.</i>	<i>Reg. #</i>	<i>Reg. Dt.</i>	<i>Status</i>
<i>ID</i>	<i>United States</i>		16	Reed Elsevier Inc., a Massachusetts corporation					Common Law
3690									
<i>Mark</i>	<i>RAY'S</i>								
<i>ID</i>	<i>United States</i>		16	Reed Elsevier Inc., a Massachusetts corporation	75/199739	11/18/96	2149871	4/7/98	Registered
3199									
<i>Mark</i>	<i>REVIEW OF OPHTHALMOLOGY</i>								
<i>ID</i>	<i>United States</i>		16	Reed Elsevier Inc., a Massachusetts corporation	74/424532	8/16/93	S-1855418	9/20/94	Registered
3204									
<i>Mark</i>	<i>REVIEW OF OPTOMETRY</i>								
<i>ID</i>	<i>United States</i>		16	Reed Elsevier Inc., a Massachusetts corporation	74/142271	2/25/91	1685285	5/5/92	Registered
3207									

BO:26113.1

RECORDED: 09/20/1999

TRADEMARK
REEL: 001959 FRAME: 0487