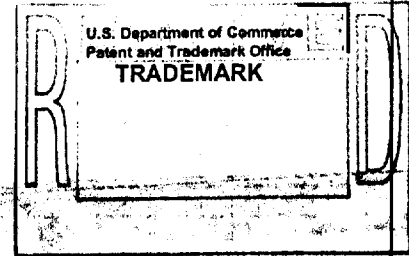


11-09-1999

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



101195634



11-5-99

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
Effective Date
Month Day Year
- Merger
- Change of Name
- Other

Conveying Party

Mark if additional names of conveying parties attached

Execution Date
Month Day Year

Name

Formerly

- Individual General Partnership Limited Partnership Corporation Association

Other

Citizenship/State of Incorporation/Organization

Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)
City

State/Country

Zip Code

- Individual General Partnership Limited Partnership

Corporation Association

Other

Citizenship/State of Incorporation/Organization

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.)

11/08/1999 DNGUYEN 00000195 75743894

FOR OFFICE USE ONLY

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40.00 DP

Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

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

TRADEMARK
REEL: 001986 FRAME: 0325

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)

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.

Richard M. Goldberg

Name of Person Signing

Richard M. Goldberg

Signature

November 3, 1999

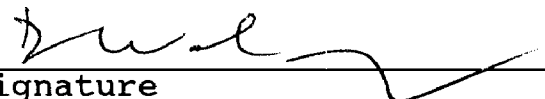
Date Signed

APPOINTMENT OF DOMESTIC REPRESENTATIVE

EMAP CONSUMER MAGAZINES 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.

EXECUTED by the above-named
EMAP CONSUMER MAGAZINES LIMITED

)√ 22 October 1999
_____)
Date

)√ 
_____)
Signature

in accordance with the laws
of its incorporation

) J. K. WALMSLEY
_____)
) COMPANY SECRETARY
Name :√
Title :√

TRADEMARK

| REEL: 001986 FRAME: 0327

TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is made as of the last date signed below.

WHEREAS, CHOICE PUBLICATIONS LIMITED, a British Corporation having a principal place of business at Apex House, Oundle Road, Peterborough, PE2 9NP United Kingdom (hereinafter referred to as "CHOICE"), is the owner of all right, title and interest in and to the trademark YOURS and United States Trademark Application No. 75/743,894 therefor, filed July 6, 1999, and in and to the goodwill of the business appertaining to and symbolized by said trademark.

WHEREAS, EMAP CONSUMER MAGAZINES LIMITED, a British Corporation having a principal place of business at 1 Lincoln Court, Lincoln Road, Peterborough, PE1 2RF, United Kingdom (hereinafter referred to as "EMAP"), desires to acquire from CHOICE all right, title and interest in and to the trademark YOURS and United States Trademark Application No. 75/743,894 therefor, together with the goodwill of the business appertaining to and symbolized by said trademark;

NOW THEREFORE, to all whom it may concern, be it known that for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, CHOICE does hereby sell, transfer, convey and assign unto the said EMAP, its successors, legal representatives and assigns, the entire right, title and interest in and to the entire business of CHOICE, or the portion of the business, to which the mark YOURS pertains, together with the trademark YOURS, the aforesaid U.S. Trademark Application No.

TRADEMARK

| REEL: 001986 FRAME: 0328

75/743,894 therefor, and the goodwill of the business appertaining to and symbolized by said trademark, and with the right to recover for past infringements thereof.

CHOICE confirms that it owns said trademark YOURS and United States Trademark Application No. 75/743,894 therefor, free and clear of any liens, encumbrances, restrictions on transfer, claims, covenants or conditions of any kind, and that it has the full right and power to transfer the trademark and said application.

CHOICE hereby authorizes and requests the U.S. Patent and Trademark Office to issue all Registrations and Renewals for said trademark to EMAP, its successors, legal representatives and assigns, as assignee thereof, in accordance with the terms of this Assignment.

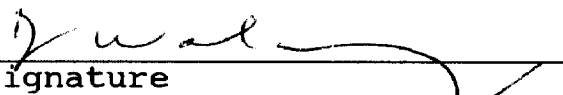
CHOICE hereby further covenants and agrees that it will communicate to EMAP, its successors, legal representatives and assigns, any facts known to it respecting said trademark and application, and will make all rightful oaths, sign all necessary papers and generally do everything possible to aid the said EMAP, its successors, legal representatives and assigns, to transfer to EMAP and to obtain and maintain proper trademark protection in the name of the EMAP for said trademark and application.

IN WITNESS WHEREOF, CHOICE and EMAP have executed this

Trademark Assignment the last day, month and year signed below.

EXECUTED by the above-named
CHOICE PUBLICATIONS LIMITED

) ✓ 22 October 1999
Date

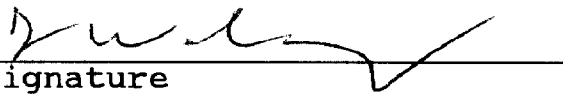
)
) ✓ 
Signature

in accordance with the laws
of its incorporation

)
)
Name : ✓ D. K. WALMSLEY
Title : ✓ COMPANY SECRETARY

EXECUTED by the above-named
EMAP CONSUMER MAGAZINES LIMITED

) ✓ 22 October 1999
Date

)
) ✓ 
Signature

in accordance with the laws
of its incorporation

)
)
Name : ✓ D. K. WALMSLEY
Title : ✓ COMPANY SECRETARY