

01-27-2000



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U.S. Department of Commerce
Patent and Trademark Office

TRADEMARK

OPR/FINANCE

DEC 17 AM 07

RECEIVED

RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

MRD 12.17.99

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
- ☐ Change of Name
- ☐ Other
- Effective Date
Month Day Year
12/23/98

Conveying Party

☐ Mark if additional names of conveying parties attached

Name

Execution Date
Month Day Year
12/23/98

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 ☐ 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.)
- ☒ Corporation ☐ Association
- ☐ Other
- ☒ Citizenship/State of Incorporation/Organization

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FOR OFFICE USE ONLY

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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: 002011 FRAME: 0476

Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name Anne Lotsoff

Address (line 1) Tribune Company

Address (line 2) 435 N. Michigan Avenue, Suite 600

Address (line 3) Chicago, IL 60611

Address (line 4)

Correspondent Name and Address

Area Code and Telephone Number 312-222-3290

Name Anne Lotsoff

Address (line 1) Tribune Company

Address (line 2) 435 N. Michigan Avenue, Suite 600

Address (line 3)

Address (line 4)

Pages

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

3

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)

<u>1,551,890</u>		

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 ☒

Deposit Account

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

Deposit Account Number:

20-1499

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.

Anne V. Lotsoff

Name of Person Signing

Anne V. Lotsoff

Signature

12/16/99

Date Signed

RECORDATION FORM COVER SHEET
CONTINUATION
TRADEMARKS ONLY

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

Conveying Party

Enter Additional 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

Enter Additional Receiving Party

☐

Mark if additional names of receiving parties attached

Name

Mimosa Publications PTY Limited

DBA/AKA/TA

Composed of

Address (line 1)

8 Yarra Street

Address (line 2)

Hawthorn

Address (line 3)

Victoria

Australia

City

State/Country

Zip Code

☐

Individual

☐

General Partnership

☐

Limited Partnership

☒

Corporation

☐

Association

☐

Other

☐

Citizenship/State of Incorporation/Organization

Australia

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 the Assignment.)

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)

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TRADEMARK

REEL: 002011 FRAME: 0478

UNITED STATES OF AMERICA
ASSIGNMENT OF TRADE MARK

THIS DEED is made the *23rd* day of *December* 1998.

id216
CPF
[Signature]
[Signature]
Elsevier
BETWEEN REED ~~PUBLISHING~~ ^(USA) INC, a corporation under the State of
Massachusetts, USA of 275 Washington Street, Newton, Massachusetts 02158,
USA (hereinafter referred to as "the Assignor")

AND SHORTLAND PUBLICATIONS ~~LIMITED~~ ^{INC}, a corporation under the laws of
the State of Delaware, USA, of 2B Cawley Street, Ellerslie, Auckland, New
Zealand and MIMOSA PUBLICATIONS PTY LIMITED, an Australian
company of 8 Yarra Street, Hawthorn, Victoria, Australia, trading as a joint
venture (hereinafter referred to as "the Assignee")

WHEREAS:

- A. The Assignor is the registered proprietor in the United States of America of the trade
mark registration, short particulars of which are provided in the Schedule hereto
(hereinafter referred to as "the Trade Mark").
- B. The Assignor has agreed to assign to the Assignee the Trade Mark.

NOW THEREFORE in consideration of the sum of \$1 from the Assignor by the Assignee (the
receipt and sufficiency of which is hereby acknowledged):

1. The Assignor HEREBY ASSIGNS to the Assignee the Trade Mark and all the Assignor's rights and powers in respect of the Trade Mark including all common law rights connected therewith .
2. This Assignment shall take effect immediately on signature of this Assignment document.
3. On the effective date of this Assignment, the Assignor will cease to use the Trade Mark and shall not use the same without the permission of the Assignee.
4. The Assignor hereby warrants that all of the assets hereby assigned shall pass to the Assignee free from any charge or encumbrance whatsoever.
5. The Assignor hereby agrees to take all necessary action and execute all necessary documents to give full effect to this Assignment, including assisting the entry of the Assignee as proprietor of the assigned assets or the prosecution of any application for registration in any jurisdiction. In the event the Assignor is unable or unwilling to take such action or execute such documents, the Assignor hereby grants to the Assignee an irrevocable Power of Attorney to take such action or execute such documents as may be required.

SCHEDULE

Registration

No.	Date	Mark	Class	Goods
1551890	15.08.1989	LITERACY 2000 Logo	16	Educational materials, namely classroom books for children

THIS DEED has been executed on the day and year first above written.

SIGNED on behalf of

Elsevier

REED PUBLISHING

(USA) INC

)

)

)

W. J. Whyte
Charles P. Fontaine

Vice President

Position:

Assistant Clerk

Position:

SIGNED on behalf of

)

SHORTLAND PUBLICATIONS

)

^{INC}
~~LIMITED~~ and MIMOSA

)

PUBLICATIONS PTY

)

LIMITED

)

Avelyn McDonald
J. P. [Signature]

Managing Director *Shortland Publications*

Position:

Marketing Director *Mimosa Publications*

Position: