

02-22-2000



SHEET

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

-Y

101272075

To the Honorable Commissioner

and the attached original documents or copy thereof.

1. Name of conveying party(ies):
Hearst Magazine Property Inc.

2. Name and address of receiving party(ies):
Name: **Hearst Communications, Inc.**

Individual(s).....
 General Partnership.....
 Corporation-State **Nevada**
 Other

Internal Address: _____

Street Address: **959 Eighth Avenue**

City: **New York** State: **NY** ZIP: **10019**

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

Individual Citizenship _____
 Association _____
 General Partnership _____
 Limited Partnership _____
 Corporation-State **Delaware**
 Other _____

MRD 1-19-2000

If assignee is not domiciled in the United States, a domestic representative designation attached: Yes No
(Designations must be a separate document from Assignment)
Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other _____

Execution Date: **01/12/2000**

4. Application number(s) or registration number(s):
A. Trademark Application Nos.(s)

B. Trademark registration No.(s)
1,155,537
1,006,769

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed.
Name: **Katherine L. McDaniel, Esq.**
Internal Address: **The Times Mirror Company**
Legal C-5
Street Address: **220 W. 1st Street**
City: **Los Angeles** State: **CA** ZIP: **90012**


6. Total number of applications and registrations involved: **[2]**

7. Total fee (37 CFR 3.41)..... **\$ 65.00**
 Enclosed
 Authorized to be charged to deposit account

8. Deposit account number: **20-1115**
(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.

Katherine L. McDaniel _____
Name of Person Signing
 _____
Signature
1/12/00 _____
Date

02/22/2000 TTON11 00000071 201115 1155537 Total number of pages comprising cover sheet **[2]**

01 FC:481 40.00 CH
02 FC:482 25.00 CH

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

TRADEMARK
REEL: 002024 FRAME: 0210

ASSIGNMENT OF TRADEMARKS

WHEREAS, Hearst Magazine Property Inc., a Nevada corporation with offices at Corporate Executive Offices, at Two Greenwich Plaza, Greenwich, CT 06830 has adopted, used and is using the mark MOTOR BOATING & SAILING, which is registered on the principal register in the United States Patent and Trademark Office, Registration No. 1,155,537, dated May 26, 1981, and the trademark MOTOR BOATING & SAILING, which is registered on the supplemental register in the United States Patent and Trademark Office, Registration No. 1,006,769 dated March 11, 1975 (hereinafter the "Trademarks"); and

WHEREAS, Hearst Communications, Inc., a Delaware corporation, of 959 Eighth Avenue, New York, New York 10019, is desirous of acquiring all right, title and interest in and to the said Trademarks and the registrations thereof;

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Hearst Magazine Property, Inc. does hereby assign unto Hearst Communications, Inc. the said Trademarks, together with the good will of the business symbolized by the Trademarks, and the above identified registrations thereof.

HEARST MAGAZINES PROPERTY, INC.

By: *George J. Green*

Title: PRESIDENT

Date: 1-12-2000

STATE OF NEW YORK)

COUNTY OF NEW YORK) ss:

On this 12th day of January, 2000 before me personally came GEORGE GREEN me known, who being by me duly sworn did depose and say: that he resides at 72 SHERWOOD AVE., GREENWICH, CT 06831, that he is PRESIDENT of Hearst Magazines Property, Inc., the corporation described in and which executed the foregoing instrument; that he knows the seal of the said corporation and that it was so affixed by order of the Board of Directors of said Corporation and that he signed his name hereto by like order.

Finlay Fitzpatrick
Notary Public
Notary Public, State of New York
No. 02F15012027

Qualified in New York County
Commission Expires June 15, 19

2001

mbs.tm