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Name Vulcan Print Media, Inc.		
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Address (line 3) St. Louis	Missouri	63132
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Corresponde	nt Name and Address	Area Coo	de and Telephone Number	314-259-2614	
Name	Bryan Cave LLP				
Address (line 1)	David A. Roodman, Esq.				
Address (line 2)	One Metropolitan Square				
Address (line 3)	211 North Broadway, Suite	e 3600			
Address (line 4)	St. Louis, Missouri 63102	***			
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Corresponde	nt Name and Address	Area Coo	le and Telephone Number	314-259-26	14
Name	Bryan Cave LLP - c/o Davi	d A. Roodman			
Address (line 1)	One Metropolitan Square				
Address (line 2)	211 North Broadway, Suite	3600		· · · · · · · · · · · · · · · · · · ·	<u> </u>
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## ASSIGNMENT OF TRADEMARKS

TRADEMARK ASSIGNMENT dated as of March 31, 2000, by and between TIMES MIRROR MAGAZINES, INC., a New York corporation ("Assignor"), and VULCAN PRINT MEDIA, INC., a Delaware corporation ("Assigner"), pursuant to the Asset Purchase Agreement by and between Assignor and Assignee, dated February 15, 2000, (the "Asset Purchase Agreement").

Assignor owns the trademarks (including all registrations and applications therefor) listed on Schedule 1 attached hereto (the "Marks"). Pursuant to the Asset Purchase Agreement between Assignor and Assignee. Assignor agreed to transfer, assign, and otherwise convey to Assignee all of Assignor's right, title, and interest in, to, and under the Marks. Assignor and Assignee want to confirm this assignment for purposes of filing the same with the United States Patent and Trademark Office. The parties therefore agree as follows.

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged. Assignor hereby transfers, assigns, and otherwise conveys to Assignee, all of Assignor's right, title, and interest in, to, and under the following:

- the Marks:
- the goodwill associated with the Marks; and
- 3. all rights to proceeds of the foregoing, including, without limitation, any claim by Assignor against third parties for past, present, or future infringement of the Marks.

Assignor has caused this Trademark Assignment to be duly executed and authorized as of the date hereof.

Times Mirror Magazines. In

Name: Mach

Title: SR Via Presded Finant Admini

Acknowledged and Agreed to:

Vulcan Print Media, Inc.

By:

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Title:

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		compete with these selected individuals in fictitious playoff and championship games.	For role playing games, naraely, providing sports fans with a format wherein they are able to draft individual processional players from the field of basketball and	a format wherein they are able to draß individual professional players from the field of baseball and compete with these selected individuals in fictitious playoff and championship games.	championship games. For role playing games, namely, providing sports fans with	professional players from the field of baseball and compete with these selected individuals in fictious playoff and	For role playing games, namely, providing sports fans with a format wherein they are able to draft individual	Printed matter, namely, a book published annually dealing K with the subject of hockey.	Weekly acwspaper dealing with sports.	Trading cards.	Trading cards	factasy role playing games in which sports fans can draft individual professional players from the fields of hockey, baseball, basketball, golf and football and compete with there seams in fictitious playoff and championship games.	line; administering insurance places for others.  Entertainment in the nature of competitions in the field of	Credit card services; debit card services; cash disbursement services in the nature of dispensing cash against a credit	Reduction temperatures and the second of the	United States THE BEST STEAK IN SPORTSrestaurant, bar and nightclub services United States THE HOOKMARK OF SPORTS omputer services, namely providing an on-line database featuring information related to sports via a global	Providing information about sports via a global computer network.	Providing utformátion about sports via a glóbal computer network.
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#### ASSIGNMENT OF TRADEMARKS

TRADEMARK ASSIGNMENT dated as of March 31, 2000, by and between TIMES MIRROR MAGAZINES, INC., a New York corporation ("Assignor"), and VULCAN PRINT MEDIA, INC., a Delaware corporation ("Assignee"), pursuant to the Asset Purchase Agreement by and between Assignor and Assignee, dated February 15, 2000, (the "Asset Purchase Agreement").

Assignor owns the trademarks (including all registrations and applications therefor) listed on Schedule 1 attached hereto (the "Marks"). Pursuant to the Asset Purchase Agreement between Assignor and Assignee. Assigner agreed to transfer, assign, and otherwise convey to Assignee all of Assignor's right, title, and interest in, to, and under the Marks. Assignor and Assignee want to confirm this assignment for purposes of filing the same with the United States Patent and Trademark Office. The parties therefore agree as follows.

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged. Assignor hereby transfers, assigns, and otherwise conveys to Assignee, all of Assignor's right, title, and interest in, to, and under the following:

- 1. the Marks;
- the goodwill associated with the Marks; and
- 3. all rights to proceeds of the foregoing, including, without limitation, any claim by Assignor against third parties for past, present, or future infringement of the Marks.

Assignor has caused this Trademark Assignment to be duly executed and authorized as of the date hereof.

Times Mirror Magazines. Inc

Name: I

Title: Se Via Passed Finant Admin

Acknowledged and Agreed to:

Vulcan Print Media, Inc.

By:

Name:

Title:

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	TIMC# 6	Cllent Country	Country	Mark THE SPORTING NEWS &	New Ford, NY 100 100 2002  GooduServices  EWS & Periodical publication	Goodu/Services Periodical publication; weekly newspaper dealing with	<u>Ciass(es)</u> on; weekly newspaper dealing with		Class(es)	Class(es) App.# 453,395	Cjass(es) App_# App. 453,395 05/08
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905 VIII 10		. Sharing		BASEBALL  BASEBALL  BASEBALL	Bor role playing game	s, namely, providing sports fans with	BASEBALL  1. PLAYOFTSor role playing games, namely, providing sports fans with  28		28	28 75/113269	28 75/113269 06/00
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32 FAX 21:		Sporting News	United States	United States PRO FOOTBALL PLAYOFFS		role playing game equipment in the nature of game reports wherein they are able to draft individual professional players from the field of football and compete with these selected individuals in fictitious playoff and championship					
MON 16:		No.	United States United States	games.  United States SEE A DUFFERENT GAME Publication, namely, a magazine about sports.  United States SPORTING NEWS BASEBALL Annually published book concerning baseball YEARBOOK	games. Publication, namely, LAnnually published l	games. Publication, namely, a magazine about sports. Annually published book concerning baseball.	a magazine about sports. pook concerning baseball.		16	16 75/420638 16 73/304032	16 75/420638 01/21 16 73/304032 04/0:

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compete with these selected individuals in fictitious playoff and championship games.
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with itese selected individuals in fictitious playoff and championship games.
For role playing games, namely, provioug sports rans with a format wherein they are able to draft individual professional players from the field of baseball and compete
THE SPORTING NEWS  Printed matter, namely, a book published annually dealing COMPLETE HOCKEY BOOK with the subject of hockey.
Weekly newspaper dealing with sports
Trzding cards
these teams in fictitious playoff and championship games Trading cards.
factary role playing games in which sports fans can draft individual professional players from the fields of bockey, baseball, baskelball, golf and football and compets with
line; administering insurance plans for others. Entertainment in the nature of competitions in the field of
Credit card services; debit card services; cash disbursement services in the nature of dispensing cash against a credit
contribution on support dealing with sports  A weekly newspaper dealing with sports
United States THE BEST STEAK IN SPORTSrestaurant, bar and nightclub services United States THE BOOKMARK OF SPORTS omputer services, namely providing an on-line database featuring information related to sports via a global
Providing information about sports via a global network.
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Sauces, namely, steak and pasta sauces, bottled salad dressings	Meal, namely, steaks, lamb chops and pork chops.	Toys and games, namely, baseballs, baskethalls, footbells and pecks.	Clothing and accessories, namely, tee-shirts, denim shirts, golf shirts, sweat shirts, jackets, bats, visors, caps, pants and leggings, athletic icrseys, socks and sweaters.	Mugs, beverage glassware and dinnerware.	Peas, penciis, paper pensants, mounted and/or unmounted photographs, postcards, covers from general circulation newspapers, art prints, printed survey answer sheets and books about courts	Restaurant, bar and nightelub services.	Helinets, sunglasses, musical sound recordings and prerecorded video cassettes and compact discs featuring	championship games.  Travel agency services, namely, making reservations and bookings for transportation (39). Arranging for ticket reservations for shows, sporting events and other entertainment events (41). Travel agency services, namely, making reservations and bookings for temporary lodering (42).	chanpionship games, Role playing games, namely, providing sports fans with a format wherein they are able to draft individual professional players from the field of bockey and compete with these selected individuals in fictious playoff and	THE SPORTING NEWS  Role playing games, namely, providing sports fans with a FANTASY GOLF CHALLENGE or and wherein they are able to draft individual professional players from the field of golf and compete with these selected individuals in fictitious playoff and	format wherein they are able to draft individual professional players from the field of football and compete with these selected individuals in fictious playoff and
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network.  Providing information about sports via a global computer network.	publications, namely, a weekly sports magazine. providing information about sports via a global computer	Handheld radio receiver for displaying sports related	Book dealing with football.	championship games. A magazine dealing with basketball.	Kole playing games, namely, providing sports lans with a format wherein they are able to draft individual professional players from the field of baseball and compete with these selected individuals in flottious playoff and		
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WASHINGTON, D.C.
NEW YORK, NEW YORK
KANSAS CITY, MISSOURI
JEFFERSON CITY, MISSOURI
OVERLAND PARK, KANSAS
PHOENIX, ARIZONA
LOS ANGELES, CALIFORNIA
IRVINE, CALIFORNIA

DAVID A. ROODMAN DIRECT DIAL NUMBER (314) 259-2614

## BRYAN CAVE LLP

ONE METROPOLITAN SQUARE
211 NORTH BROADWAY, SUITE 3600
ST. LOUIS, MISSOURI 63102-2750
(314) 259-2000

FACSIMILE: (314) 259-2020

October 27, 2000

RIYADH, SAUDI ARABIA KUWAIT CITY, KUWAIT ABU DHABI, UNITED ARAB EMIRATES DUBAI, UNITED ARAB EMIRATES HONG KONG SHANGHAI, PEOPLE'S REPUBLIC OF CHINA

> IN ASSOCIATION WITH BRYAN CAVE, A MULTINATIONAL PARTNERSHIP. LONDON, ENGLAND

> > INTERNET ADDRESS
> > DROODMAN@BRYANCAVE.COM

Express Mail No.: EL373392120US

U. S. Patent and Trademark Office Assignment Division, CG-4 1213 Jefferson Davis Hwy., Suite 320 Washington, D.C. 20231

RE: Resubmission ID No.: 101454787A

Times Mirror Magazines, Inc.
Miscellaneous U.S. Trademarks

Our Ref.: C05449/116780

Sir:

Enclosed for resubmission, please find the following documents to be filed in connection with the above-referenced trademarks:

- (1) Certificate of Express Mail;
- (2) This Transmittal Letter (1 page, in duplicate);
- (3) Resubmission Recordation Form Cover Sheet (3 pages);
- (4) Assignment Documents (5 pages)
- (5) Entire Returned "Non-Recordable" Package (11 pages);
- (6) Return Postcard.

Should you have questions regarding the enclosed documents, please do not hesitate to contact us.

Enclosures

SL01DOCS/1222229.01

# Docket No. C05449/116780 IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Assignment of Trademark Registrations for Times)
Mirror Magazines, Inc.

### **CERTIFICATE OF EXPRESS MAILING**

"Express Mail" Mailing Label No.: EL373392120US

Date of Deposit: October 27, 2000

I hereby certify that the following:

- This Certificate of Express Mailing
- Transmittal letter (1 page, in duplicate)
- Resubmission Recordation Cover Sheet, ID no.: 101454787A (3 pages)
- Assignment Documents (5 pages)
- Entire Returned "Non-recordable" Package (11 pages)
- Return postcard

are being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 CFR Section 1.10 on the Date of Deposit indicated above in an envelope addressed to U. S. Patent and Trademark Office, Assignment Division, CG-4, 1213 Jefferson Davis Hwy., Suite 320, Washington, D. 20231.

Type Name: Kevin A. Perks

Signature of Person Making Deposit

David A. Roodman, Esq. BRYAN CAVE LLP One Metropolitan Square 211 North Broadway, Suite 3600 St. Louis, Missouri 63102 (314) 259-2614 (phone)

**RECORDED: 08/17/2000** 

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