

12-06-2000



101540704

ORDINATION 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 11-14-00

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

Name  Execution Date  
Month Day Year

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

FOR OFFICE USE ONLY

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: 002188 FRAME: 0711

**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"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

<input type="text" value="2060180"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<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.

David Jacobs

Name of Person Signing

Signature

November 9, 2000

Date Signed

**ASSIGNMENT OF TRADEMARK**

THIS ASSIGNMENT OF TRADEMARK is made and entered into this 19th day of October, 2000, by and between AMERICA PUBLISHING CORPORATION, a New Hampshire corporation with offices at P.O. Box 2008, North Conway, New Hampshire 03860 ("Assignor"), and EMAP USA INC., a Delaware corporation with offices at 6420 Wilshire Boulevard, Los Angeles, California 90048 ("Assignee").


WHEREAS, pursuant to a certain Asset Purchase Agreement of even date herewith, by and among Assignee, Assignor and certain other parties (the "Purchase Agreement"), Assignee has agreed to purchase substantially all of the assets of Assignor and Assignor has agreed to cause the same to be transferred, assigned and conveyed to Assignee; and

WHEREAS, pursuant to the Purchase Agreement, Assignor desires to assign and transfer to Assignee all of its right, title and interest in and to the trademark listed on Exhibit A attached hereto (the "Mark"), all related registrations (and applications therefor) relating thereto and the goodwill of the business symbolized thereby, and Assignee is desirous of acquiring the same;

NOW, THEREFORE, for Ten Dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign, sell and transfer to Assignee all of its right, title and interest in and to the Mark, the goodwill of the business symbolized by the Mark, the right to sue for past infringement thereof and all registrations, and applications for registration, relating thereto. Assignor does further consent to the recordation of this assignment by Assignee with the Commissioner of Patents and Trademarks and/or any appropriate state or foreign agency.

IN WITNESS WHEREOF, the Assignor has executed this Assignment as of the date first written above.

AMERICA PUBLISHING CORPORATION

By:   
Kevin M. Muse  
President

State of New Hampshire  
County of Carr ) ss.:

On this 19th day of October, 2000, before me appeared Kevin M. Muse, the person who signed this instrument on behalf of America Publishing Corporation, who acknowledged that he/she signed it on behalf of the identified company as President of the identified company and pursuant to authority duly received.

  
\_\_\_\_\_  
Notary Public

**TRACY L. GARDNER**  
Notary Public - New Hampshire  
My Commission Expires July 21, 2004

**EXHIBIT A**

Trademark Registration No. 2,060,180 (Fly Fish America), May 6, 1997.