

01-31-2001



1.16.01

101601438

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

Merger Change of Name

Other _____

Effective Date
Month Day Year

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 Association

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.)

01/31/2001 AAHMED1 00000174 501286 7563481

01 FC:481 40.00 CH

02 FC:482 825.00 CH

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

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" value="75634814"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1516631"/>	<input type="text" value="1554012"/>	<input type="text" value="1551215"/>
<input type="text" value="75631447"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1550487"/>	<input type="text" value="1562499"/>	<input type="text" value="783377"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="938261"/>	<input type="text" value="1516630"/>	<input type="text" value="2091861"/>

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.

Kathryn S. Geib



January 08, 2001

Name of Person Signing

Signature

Date Signed

**RECORDATION FORM COVER SHEET
CONTINUATION
TRADEMARKS ONLY**

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

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

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Registration Number(s)

1563985	1170524	832681
1550560	1936194	829933
1551411	2334017	847884
1683178	1956970	884785
2180297	1545596	890258
1682200	1545780	2338026
852470	830363	826249

RECORDATION FORM COVER SHEET CONTINUATION TRADEMARKS ONLY

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Registration Number(s)

1539506	<input type="text"/>	<input type="text"/>
631491	<input type="text"/>	<input type="text"/>
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ASSIGNMENT OF U.S. TRADEMARK RIGHTS

WHEREAS Cendant Publishing, Inc. (“**Assignor**”), a Delaware corporation with its principal place of business at 3033 South Parker Road, Suite 900, Aurora, Colorado 80014, has adopted, used and is using marks and has common law rights in the marks that are the subject of this assignment, and is the owner of the trademark/service mark registrations set forth in Exhibit 1, and incorporated herein by reference;

WHEREAS Assignor is also the owner of the pending trademark/service mark applications set forth in Exhibit 2, and incorporated herein by reference;

WHEREAS Welcome Wagon International Inc. (“**Assignee**”), a New York corporation with its principal place of business at 115 South Service Rd., Westbury, NY 11590, is desirous of acquiring said marks, common law rights, registrations, applications, and the goodwill associated therewith;

NOW, THEREFORE, for good and valuable consideration, receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign unto Assignee, all rights, title and interest in and to the marks set forth in Exhibits 1 and 2 together with that portion of its business relating to the marks and the goodwill appurtenant thereto, including, but not limited to, any right to collect damages for past infringements.

CENDANT PUBLISHING, INC.

By: V. Ventura

Name: Vincent Ventura

Title: Sen. V.P. Tax

Dated: 9/8/00

STATE OF New Jersey)
) ss.
County of Morris)

On this 18th day of September, 2000, before me appeared Vincent Ventura, the person who signed this instrument, who, being by me duly sworn, acknowledged that he/she was the Senior Vice President of CENDANT PUBLISHING, INC, , and has signed said instrument with the free and voluntary act and with the authority to act on behalf of said corporation.

SUBSCRIBED AND SWORN to before me this 18th day of Sept., 2000
by _____

X Irene Egan
Notary Public in the State of NJ,

My commission expires: IRENE EGAN
NOTARY PUBLIC OF NEW JERSEY
My Commission Expires Sept. 28, 2003

EXHIBIT 1
UNITED STATES REGISTRATIONS

<u>Mark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
AMERICA'S NEIGHBORHOOD TRADITION	1,516,631	12/13/88
AMERICA'S NEIGHBORHOOD TRADITION	1,550,487	08/01/89
CAMPUS WELCOME	938,261	07/18/72
CAMPUS WELCOME and Design	1,554,012	08/29/89
CAMPUS WELCOME and Design	1,562,499	10/24/89
EXTEND THE HAND OF FRIENDSHIP TO SOMEONE TODAY	1,516,630	12/13/88
EXTEND THE HAND OF FRIENDSHIP TO SOMEONE TODAY	1,551,215	08/08/89
GETTING TO KNOW YOU	783,377	01/12/65
GETKO	2,091,861	08/26/97
GIFTS INTERNATIONAL	1,563,985	10/31/89
GIFTS INTERNATIONAL INC.	1,550,560	08/01/89

<u>Mark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
giftsinternationalinc. (Stylized)	1,551,411	08/01/89
LEAD GENERATION	1,683,178	04/14/92
LEAD GENERATION	2,180,297	08/11/98
LEAD GENERATION and Design	1,682,200	04/07/92
THE MOST FAMOUS BASKET IN THE WORLD	852,470	07/09/68
ON TARGET	1,170,524	09/22/81
*PINPOINT MAILING	1,936,194	11/14/95
*PINPOINT MAILING	2,334,017	03/21/00
PINPOINT MAILING and Design	1,956,970	02/20/96
A TRADITION OF NEW BEGINNINGS	1,545,596	06/27/89
A TRADITION OF NEW BEGINNINGS	1,545,780	06/27/89
WW 1928 and Design	830,363	06/13/67

<u>Mark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
WW 1928 WELCOME WAGON INTERNATIONAL and Design	832,681	07/25/67
WELCOME WAGON	829,933	06/06/67
WELCOME WAGON	847,884	04/23/68
WELCOME WAGON	884,785	01/20/70
WELCOME WAGON	890,258	04/28/70
WELCOME WAGON	2,338,026	04/04/00
WELCOME WAGON INTERNATIONAL (Stylized)	826,249	03/21/67
WELCOME WAGON INTERNATIONAL INC. SPONSOR and Design	1,539,506	05/16/89
WELCOME WAGON SERVICE (Stylized)	631,491	07/24/56

EXHIBIT 2
U.S. PENDING APPLICATIONS

<u>Mark</u>	<u>Appl. No.</u>	<u>Filing Date</u>
GETKO	75/634814	02/03/99
GETTING TO KNOW YOU	75/631447	02/01/99