

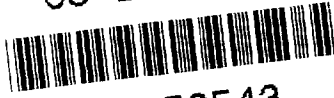


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U.S. Patent & TMO/TM Mail Receipt #71



U.S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

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Form No. 0001 (Exp. 5/31/2002)

Tab settings

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Hearst Magazines Property, Inc.

09/10/01

- Individual(s)
- General Partnership
- Corporation-State Nevada
- Other
- Association
- Limited Partnership

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

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: July 31, 2001

2. Name and address of receiving party(ies)

Name: Hearst-Argyle Stations, Inc.

Internal

Address:

Street Address: 388 Seventh Avenue

City: New York State: NY Zip: 10019

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State Nevada
- Other

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

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2,184,651

Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Barry S Agdern, Esq

Internal Address: The Hearst Corporation

Street Address: 959 Eighth Avenue

City: New York State: NY Zip: 10019

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 3.41).....\$ 40.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

(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.

Barry S Agdern

Name of Person Signing

Barry S Agdern
Signature

9/7/01
Date

3

Total number of pages including cover sheet, attachments, and document:

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

TRADEMARK
REEL: 002371 FRAME: 0677

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ASSIGNMENT OF TRADEMARK

WHEREAS, Hearst Magazines Property, Inc., a corporation organized and existing under the laws of the State of Nevada and doing business at Corporate Executive Offices, 2 Sound View Drive, Suite 100, Greenwich, Connecticut, 06830, United States of America, has adopted and used the Trademark REBECCA'S GARDEN registered in the United States Patent and Trademark Office on August 25, 1998 on the Principal Register under Registration No. 2,184,651.

WHEREAS, Hearst-Argyle Stations, Inc., a corporation organized and existing under the laws of the State of Nevada, doing business at 5 TV Place, Needham, Massachusetts, 02494, United States of America, wishes to acquire all of Hearst Magazines Property, Inc.'s right, title and interest in and to the Trademark REBECCA'S GARDEN, Registration No. 2,184,651 together with the goodwill of the business symbolized by the Trademark;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Hearst Magazines Property, Inc. does hereby assign and transfer unto Hearst-Argyle Stations, Inc., its successors and assigns, all of Hearst Magazines Property, Inc.'s right, title and interest in and to the Trademark REBECCA'S GARDEN, Registration No. 2,184,651 together with the goodwill of the business symbolized by the Trademark.

Hearst Magazines Property, Inc.

By: Jodie W King

Title:

Dated: July 31, 2001

STATE OF CONNECTICUT)
) ss.:
COUNTY OF Fairfield)

On this 31st day of July, 2001 before me personally came Jodie W. King, to me known, who being by me duly sworn did depose and say; that he/she resides at 29 Greenbriar Lane, Greenwich CT, and that he/she is via president of Hearst Magazine Property, Inc., the corporation described in and which executed the foregoing instrument.

[Signature]
GRANT R. DAVIDSON
NOTARY PUBLIC
MY COMMISSION EXPIRES JUNE 30, 2004

Notary Public

Subscribed and Sworn to before me, a Notary Public, in and for County of Fairfield and State of Connecticut, this 31 day of July 2001
[Signature]

Notary Public