

02-21-2002



RE 1019887.59 COVER SHEET  
**TRADEMARKS ONLY**

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

**Submission Type**

- New 1.28.02
- 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

Execution Date  
Month Day Year

Name

Formerly

- Individual  General Partnership  Limited Partnership  Corporation  Association
- Other
- Citizenship/State of Incorporation/Organization

**Receiving Party**

Mark if additional names of conveying 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

02/20/2002 TDIAZI 00000117 76104256

FOR OFFICE USE ONLY

01 FC:481 40.00 DP  
02 FC:482 100.00 DP

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: 002446 FRAME: 0621

**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

314-259-2000

Name

Mark A. Paskar, Esq.

Address (line 1)

Bryan Cave, LLP

Address (line 2)

211 North Broadway, Suite 3600

Address (line 3)

St. Louis, MO 63102

Address (line 4)

**Pages**

Enter the total number of pages of the attached conveyance document including any attachments

#

2

**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)

76104256	76104255	75950976
75935032	75895221	


**Number of Properties**

Enter the total number of properties involved

#

5

**Fee Amount**

Fee Amount for Properties Listed (37 CFR 3.41):

\$

140.00

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:

#

02-4467

Authorization to charge additional

Yes

No

fees:

**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.

Mark A. Paskar

Name of Person Signing

*Mark A. Paskar*  
Signature

1/28/02

Date Signed

**TRADEMARK**

REEL: 002446 FRAME: 0622

TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (this "Assignment") is entered into by Small World Media, Inc., a Delaware corporation, having a place of business located at 838 Broadway, 5<sup>th</sup> Floor, New York, New York 10003 ("Assignor"), as assignor, in favor of Vulcan Sports Media, Inc. (f.k.a. Vulcan Print Media Inc.; d.b.a. Sporting News), a Delaware corporation having an address at 10176 Corporate Square, Suite 200, Saint Louis, Missouri 63132 ("Assignee"), as assignee, with reference to the following facts and circumstances:

Assignor is the proprietor of the following Trademark applications in the United States (the "Trademarks"):

Trademark	Application No.	Filing Date
SMALLWORLD.COM	76/104,256	August 7, 2000
SMALL WORLD	76/104,255	August 7, 2000
IT'S DOT COM MADNESS	75/950,976	March 3, 2000
SMALL WORLD	75/935,032	February 15, 2000
JOURNEY THRU THE TOURNEY	75/895,221	January 12, 2000

WHEREAS, Assignee desires to acquire all right, title and interest in and to the Trademarks and related rights.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign and transfer unto Assignee all right, title and interest of Assignor in and to the Trademarks, including without limitation the Trademark registrations identified above, together with the goodwill of the business symbolized by the marks, as well as its entire right, title and interest in and to all State registrations of the marks heretofore granted or applied for, any and all common law rights to the Trademarks in the United States and any state thereof, and any and all claims and demands it may have either at law or in equity arising out of any past infringements.

Assignor does hereby expressly agree that procedures be taken with the United States Patent and Trademark Office singly by Assignee to record the transfer of the Trademarks to Assignee.

In testimony whereof, Assignor has caused this Assignment to be executed by its officer(s) thereunto duly authorized.

SMALL WORLD MEDIA, INC.

Dated as of May 15 2001

By: Mark Jacobstein  
Name: Mark Jacobstein  
Title: President and Chief Executive Officer

# BRYAN CAVE LLP

ONE METROPOLITAN SQUARE, SUITE 3600

ST. LOUIS, MISSOURI 63102-2750

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WASHINGTON, D.C.  
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PHOENIX, ARIZONA  
LOS ANGELES, CALIFORNIA  
SANTA MONICA, CALIFORNIA  
IRVINE, CALIFORNIA

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

MARK A. PASKAR  
direct dial number  
(314) 259-2488

January 28, 2002

INTERNET ADDRESS  
mapaskar@bryancave.com

**Via Express Mail No.: EL890764160US**

Commissioner of Patents and Trademarks  
Box Assignments  
Washington, DC 20231

RE: Recordation Form Cover Sheet - Trademarks Only  
Conveying Party: Small World Media, Inc.  
Receiving Party: Vulcan Sports Media, Inc.  
Application Nos.: 76/104,256; 76/104,255; 75/950,976; 75/935,032;  
75/895,221  
Our Reference No.: C05449/125826

Sir:

We are enclosing:

- (1) Recordation Form Cover Sheet for Trademarks Only (consisting of 2 pages);
- (2) Trademark Assignment (2 pages);
- (3) A check in the amount of \$140.00 for recordation against five (5) trademark applications;
- (4) Certificate of Express Mailing (1 page);
- (5) This transmittal letter (one page, in duplicate); and
- (6) Return postcard.

If our check is missing or insufficient, please charge any fees or credit any overpayments to Deposit Account No. 02-4467.

Kindly date stamp and return the enclosed, self-addressed, stamped postcard to my attention.

Very truly yours,

  
Mark A. Paskar

MAP:ltl  
Enclosures

TRADEMARK  
REEL: 002446 FRAME: 0625

# BRYAN CAVE LLP

ONE METROPOLITAN SQUARE, SUITE 3600

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LONDON, ENGLAND  
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REEL: 002446 FRAME: 0626

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Recordation Form Cover Sheet )  
 Trademarks Only )  
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 For: Small World Media, Inc. )  
 and Vulcan Sports Media, Inc. )  
 )  
 (5) Trademark Application Nos.: )  
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 75/895,221 )  
 )

CERTIFICATE OF EXPRESS MAILING

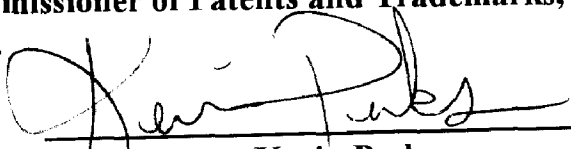
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Date of Deposit: January 28, 2002

I hereby certify that the following:

- This Certificate of Express Mailing
- Transmittal letter (1 page, in duplicate)
- Recordation Form Cover Sheet for Trademarks Only (2 pages)
- Trademark Assignment (2 pages)
- Check in the amount of \$ 140.00 for recordation fee
- 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 Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231.



\_\_\_\_\_  
 Type Name: Kevin Perks  
 Signature of Person Making Deposit

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 BRYAN CAVE LLP  
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 211 North Broadway, Suite 3600  
 St. Louis, Missouri 63102  
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