

03-15-2002

Form PTO-1594
(Rev. 03/01)
OMB No. 0651-0027 (exp. 5/31/2002)
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U.S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

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

1. Name of conveying party(ies):
PUBLIX MEDIA VENTURES, INC.

- 3-1-02
- Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State
 Other _____

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

2. Name and address of receiving party(ies)

Name: CONTENT WORLD, L.L.C.
Internal
Address: _____

Street Address: 14510 Big Basin Way #264
City: Saratoga State: CA Zip: 95070

- Individual(s) citizenship _____
 Association _____
 General Partnership _____
 Limited Partnership _____
 Corporation-State California
 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

3. Nature of conveyance:

- Assignment Merger
 Security Agreement Change of Name
 Other _____

Execution Date: December 21, 2001

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

A. Trademark Application No.(s) 75,530,042

B. Trademark Registration No.(s) 1,704,226

1,704,227

Additional number(s) attached Yes No

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

Name: M. Gabriela Femenia

Internal Address: FINLEY & BERG, L.L.P.

Street Address: 455 Market St., Ste 1940

City: San Francisco State: CA Zip: 94105-2448

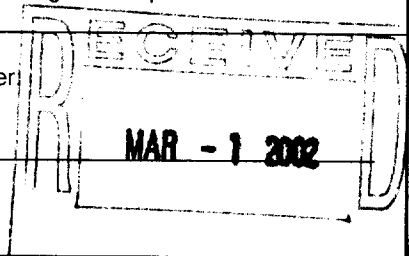
6. Total number of applications and registrations involved: 5

7. Total fee (37 CFR 3.41).....\$ 140.00

- Enclosed
 Authorized to be charged to deposit account

8. Deposit account number:

16-1565



DO NOT USE THIS SPACE

9. Signature.

03/15/2002 AAHME1 00000068 161565 75530042

01 FC: 81 40.00 CH
02 FC: 82 190.00 CH
M. Gabriela Femenia
Name of Person Signing

M. Gabriela Femenia
Signature

2/6/02
Date

Total number of pages including cover sheet, attachments, and document: 6

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

TRADEMARK
REEL: 002461 FRAME: 0974

CONTINUATION OF ITEM 4

B. Trademark Registration No.(s): 1,802,891
 2,403,651

Recordation of Name Change
PUBLIX MEDIA VENTURES
Our File No: 2910.00

TRADEMARK
REEL: 002461 FRAME: 0975

ASSIGNMENT OF TRADEMARK RIGHTS AND COPYRIGHT

ASSIGNMENT OF TRADEMARK RIGHTS

WHEREAS, PUBLIX MEDIA VENTURES, INC. (hereinafter "ASSIGNOR"), a California corporation, having its principal offices at 14510 Big Basin Way #264, Saratoga, California has adopted, used, is using and is the owner of the following trademarks now registered in the United States Patent and Trademark Office:

<u>Trademark</u>	<u>Registration No.</u>	<u>Date of Registration</u>
CONTENT	1,704,226	July 28, 1992
CONTENT (design)	2,403,651	November 11, 2000
CONTENT WORLD	1,704,227	July 28, 1992
CONTENT WORLD	1,802,891	November 2, 1993; and

WHEREAS, ASSIGNOR is, in addition, the owner of the following trademark application in the United States Patent and Trademark Office:

<u>Trademark</u>	<u>Serial No.</u>
CONTENT WORLD	75,530,042; and

WHEREAS CONTENT WORLD, L.L.C. (hereinafter "ASSIGNEE"), a California corporation, having its principal offices at 14510 Big Basin Way #264, Saratoga, California, is desirous of acquiring said trademarks;


NOW, THEREFORE, in consideration of good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR hereby assigns to ASSIGNEE all right, title and interest in and to said trademarks together with the goodwill of the business symbolized by said trademarks and registrations thereof.

ASSIGNMENT OF COPYRIGHT

FURTHERMORE, for and in consideration of good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby irrevocably sells, grants, conveys, assigns and sets over to ASSIGNEE, its successors and assigns, all of ASSIGNOR'S right, title and interest in and to the entire contents of the World Wide Web Site at www.contentworld.com and www.content.net, including but not limited to current and back issues of "Content®" magazine; and to all of the assets, properties, receivables, contracts and rights thereto, including without limitation, any and all copyrights and renewals and extensions thereof, now in the United States or any other country or countries, and all actions and causes of action related to the foregoing and all damages, profits, penalties and other recoveries related thereto.

Signed at Saratoga, CA, this 21st day of December, 2001.

PUBLIX MEDIA VENTURES, INC.

By 
John P. Noon, President