

08-01-2002



Form PTO-1594 (Rev. 03/01) OMB No. 0651-0027 (exp. 5/31/2002)

RE

102175148

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

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): PRIMEDIA SPECIAL INTEREST PUBLICATIONS, INC.

7-22-02

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

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

3. Nature of conveyance:

- Assignment Merger Security Agreement Change of Name Other

Execution Date: 05/14/02

2. Name and address of receiving party(ies)

Name: PFW ACQUISITIONS LLC Internal Address: Suite 100 Street Address: 302 Sanders Road City: Riverwoods State: IL Zip: 60015

- Individual(s) citizenship Association General Partnership Limited Partnership Corporation-State 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) 2,254,593; 2,424,214; 2,547,975; 2,240,258

Additional number(s) attached Yes No

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

Name: Max Shaftal

Internal Address: PATZIK, FRANK & SAMOTNY, LTD

GT0N11 00000063 2254593

40.00 OP 225.00 OP

Street Address: 150 South Wacker Drive

Suite 900

City: Chicago State: IL Zip: 60606

6. Total number of applications and registrations involved: 9

7. Total fee (37 CFR 3.41) \$ 360.00

- Enclosed Authorized to be charged to deposit account

8. Deposit account number:

50-1325

OFFICE OF RECORDS AND INFORMATION FINANCE SECTION JUL 22 AM 7:29

DO NOT USE THIS SPACE

9. Signature.

Scott W. Smilie

Name of Person Signing

Signature

Date July 16, 2002

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

Repln. Ref: 07/31/2002 GT0N11 0009280200 All documents to be recorded with required cover sheet information to: DA#: 501325 Name/Number: 2254593 Commissioner of Patent & Trademarks, Box Assignments FC: 704 \$135.00 CR Washington, D.C. 20231

TRADEMARK REEL: 002553 FRAME: 0194

Application number(s) or registration number(s):
(continued from Item 4 on Recordation Form Cover Sheet)

Reg. No. 869,185

Reg. No. 1,549,119

Reg. No. 1,791,558

Reg. No. 2,433,672

Reg. No. 2,450,576

Serial No. 75/117,683

TRADEMARK ASSIGNMENT

FOR GOOD AND VALUABLE CONSIDERATION, the sufficiency and receipt of which is hereby acknowledged, PRIMEDIA SPECIAL INTEREST PUBLICATIONS, INC., a Delaware corporation having a mailing address of 745 Fifth Avenue, New York, New York, 10151 ("**ASSIGNOR**") hereby transfers, assigns, and conveys to PFW ACQUISITION LLC, a Delaware limited liability company having a mailing address of 302 Sanders Road, Suite 100, Riverwoods, IL 60015 ("**ASSIGNEE**"), pursuant to the Asset Purchase Agreement dated April 30, 2002 between ASSIGNOR and ASSIGNEE (the "**Agreement**"), ASSIGNOR's entire worldwide right, title and interest in and to the trademark registrations, trade names, service marks, and/or trademark applications, whether registered or at common law, relating to the Business as defined in the Agreement, including but not limited to the marks listed on Schedule A, attached hereto and made a part hereof, as well as the goodwill associated with said marks; together with any and all renewals of the foregoing marks, if any; as well as all income, royalties, damages and payments now and hereafter due and/or payable with respect thereto, including, without limitation, damages and payments for past or future infringements thereof; and any and all United States and/or foreign registrations which may issue on the same in the future.

ASSIGNOR hereby covenants and warrants that it has the full right to convey the above-described worldwide right, title and interests by this instrument, free of any encumbrances, and that no other agreement has been or will be executed in conflict herewith.

ASSIGNOR agrees to perform all affirmative acts which may be necessary or desirable to perfect the above-described transfer of trademark rights or to maintain said registrations before the appropriate United States or foreign trademark office, at ASSIGNEE's expense, as well as to cooperate with ASSIGNEE in obtaining and/or providing information required in any proceedings relating to said trademarks.

ASSIGNOR further authorizes the Commissioner of Patents and Trademarks of the United States, and the appropriate official in any other country, to issue any and all additional trademark and service mark registrations or amended registrations that have been or may be granted upon any application or petition for same, to ASSIGNEE, its successors and/or assigns.

ASSIGNOR hereby grants to ASSIGNEE the authority and power to insert on this instrument any further identification, which may be necessary or desirable for purposes of recordation in the Trademark Offices of the United States and any and all foreign countries or any other appropriate agencies.

ASSIGNOR:

Assignee:

PRIMEDIA SPECIAL
INTEREST PUBLICATIONS, INC.

PFW ACQUISITION LLC

By: [Signature]

By: MBA, Inc., its Manager

By: [Signature]

Name: Christopher Fraser

Name: HERBERT B. ARKOFF

Title: VP

Title: PRESIDENT

Date: April 30, 2002

Date: April 30, 2002

STATE OF New York)
) ss.
COUNTY OF New York)

STATE OF ILLINOIS)
) ss.
COUNTY OF Cook)

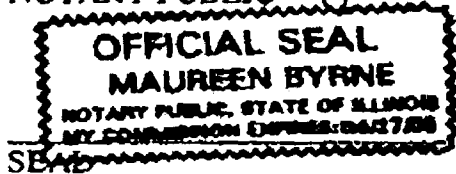
This instrument was subscribed and sworn to
before me on this 30th day of April, 2002.

This instrument was subscribed and sworn to
before me on this 30th day of April, 2002.

[Signature]
NOTARY PUBLIC

[Signature]
NOTARY PUBLIC

SEAL



ANGELA M. SCHACHT
Notary Public, State of New York
No. 31-496805
Qualified in New York County
Commission Expires 11/12/03

ASSIGNOR:

PRIMEDIA SPECIAL
INTEREST PUBLICATIONS, INC.

By: _____

Name: _____

Title: _____

Date: April 30, 2002

STATE OF _____)
) ss.
COUNTY OF _____)

This instrument was subscribed and sworn to
before me on this 30th day of April, 2002.

NOTARY PUBLIC

SEAL

ASSIGNEE:

PFW ACQUISITION LLC

By: *HBA, Inc., its Manager*

By: *Herbert B. Arnold*

Name: Herbert B. Arnold

Title: PRESIDENT

Date: April 30, 2002

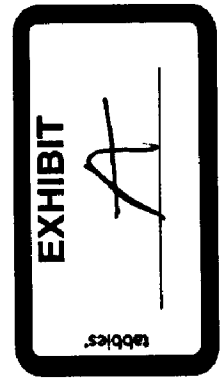
STATE OF ILLINOIS)
) ss.
COUNTY OF Cook)

This instrument was subscribed and sworn to
before me on this 30th day of April, 2002.

Maureen Byrne
NOTARY PUBLIC
OFFICIAL SEAL
MAUREEN BYRNE
NOTARY PUBLIC, STATE OF ILLINOIS
MY COMMISSION EXPIRES: 04/27/08

SEAL

<u>NUMBER</u>	<u>MARK</u>	<u>GOODS</u>	<u>OWNER</u>	<u>STATUS</u>
Supplemental Reg. No. 2,254,593 Reg. Date 6/15/99	BASKETBALL NEWS	Magazine About Basketball in Int. Class 16 Providing An Online Magazine About Basketball Via A Global Communications Network	PRIMEDIA SPECIAL INTEREST PUBLICATIONS, INC., Peoria, IL	Section 8 Due 6/15/05
Supplemental Reg. No. 2,424,214 Reg. Date 1/23/01	BASKETBALL NEWS		PRIMEDIA SPECIAL INTEREST PUBLICATIONS, INC., Peoria, IL	Section 8 Due 1/23/07
Supplemental Reg. No. 869,185 Renewed 5/11/89	BASKETBALL WEEKLY	Weekly Newspaper Providing a Wide Range of Information relating to Sports and Sporting Events via Global Computer Information Networks	FOOTBALL NEWS COMPANY, Detroit, MI	Renewal Due 5/11/09
Abandoned	PFWA.COM		PRIMEDIA SPECIAL INTEREST PUBLICATIONS, INC., Peoria, IL	Abandoned 6/10/99
Reg. No. 2,547,975	PFWSPORTS.COM	Providing Sports Information By Means of a Global Computer Information Network	PRIMEDIA SPECIAL INTEREST PUBLICATIONS, INC., Peoria, IL	8&15 Due 3/12/08



Reg. No.	PRO FOOTBALL WEEKLY	A Sports Magazine Magazines, Newspaper Inserts and Newsletters in Int. Class 16 Printed Matter, Namely Magazines, Newspaper Inserts and Newsletters Providing An Online Magazine About Football Via A Global Communications Network Column In a Magazine Concerning Sports-Related Issues	PRIMEDIA SPECIAL INTEREST PUBLICATIONS, INC., Peoria, IL	Renewal Due
1,549,119 Registered 7/25/99	PRO FOOTBALL WEEKLY	A Sports Magazine Magazines, Newspaper Inserts and Newsletters in Int. Class 16 Printed Matter, Namely Magazines, Newspaper Inserts and Newsletters Providing An Online Magazine About Football Via A Global Communications Network Column In a Magazine Concerning Sports-Related Issues	PRIMEDIA SPECIAL INTEREST PUBLICATIONS, INC., Peoria, IL	7/25/09; 7/1/89 assignment was to Pro Football Weekly; 7/1/96 was from Pro Football Weekly Associates, an Illinois Corporation
1,791,558 Registered 9/7/93	PRO FOOTBALL THIS WEEK	Magazines, Newspaper Inserts and Newsletters in Int. Class 16 Printed Matter, Namely Magazines, Newspaper Inserts and Newsletters Providing An Online Magazine About Football Via A Global Communications Network Column In a Magazine Concerning Sports-Related Issues	PRIMEDIA SPECIAL INTEREST PUBLICATIONS, INC., Peoria, IL	Renewal Due 9/7/03
2,433,672 Registered 3/6/01	PRO FOOTBALL THIS WEEK	Magazines, Newspaper Inserts and Newsletters Providing An Online Magazine About Football Via A Global Communications Network Column In a Magazine Concerning Sports-Related Issues	PRIMEDIA SPECIAL INTEREST PUBLICATIONS, INC., Peoria, IL	8&15 Due 3/6/07
2,450,576 Registered 5/15/01	PRO FOOTBALL WEEKLY	Magazines, Newspaper Inserts and Newsletters Providing An Online Magazine About Football Via A Global Communications Network Column In a Magazine Concerning Sports-Related Issues	PRIMEDIA SPECIAL INTEREST PUBLICATIONS, INC., Peoria, IL	8&15 Due 5/15/07
2,240,258 Registered 4/20/99	THE WAY WE HEAR IT	Magazines, Newspaper Inserts and Newsletters Providing An Online Magazine About Football Via A Global Communications Network Column In a Magazine Concerning Sports-Related Issues	PRIMEDIA SPECIAL INTEREST PUBLICATIONS, INC., Peoria, IL	8&15 Due 4/20/05

LAW OFFICES

PATZIK, FRANK & SAMOTNY LTD.

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SUITE 900
CHICAGO, ILLINOIS 60606

TELEPHONE: (312) 551-8300
FACSIMILE: (312) 551-1101

SCOTT W. SMILIE
(312) 551-3066
ssmilie@pfs-law.com

July 17, 2002

IN REPLY REFER TO:
3293-012

BOX ASSIGNMENTS (Fee)
Commissioner of Patent & Trademarks
Washington, D.C. 20231

**Re: Recordation of Assignment of Trademarks for
PFW ACQUISITION LLC**

Dear Sir:


Enclosed for filing please find a Trademark Assignment for recording with the Patent and Trademark Office. This communication is comprised of the following:

1. Recordation form cover sheet (2 pages);
2. Trademark Assignment (4 pages); and
3. Check no. 18816 in the amount of \$400 for recordation of ten (10) trademarks

If any other charges or fees must be paid in connection with the filing of the documents in connection with this application, they may be paid out of our deposit account No. 50-1325. A duplicate copy of this transmittal is enclosed.

Very truly yours,

PATZIK, FRANK & SAMOTNY LTD.



Scott W. Smilie

SWS/ajc
Enclosures

G:\DATA\DOCS\3293\012\transmittal letter-recordation of assignment.doc/7/17/02 2:11 PM

RECORDED: 07/22/2002

**TRADEMARK
REEL: 002553 FRAME: 0201**