

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

### RECORDATION FORM COVER SHEET TRADEMARKS ONLY

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):  
PRIMEDIA SPECIAL INTEREST  
PUBLICATIONS, INC.

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: PFW ACQUISITION 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 LLC-Delaware

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 See attached sheet

Execution Date: 04/30/02

4. Application number(s) or registration number(s):  
 A. Trademark Application No.(s) \_\_\_\_\_  
 \_\_\_\_\_

Additional number(s) attached  Yes  No

B. Trademark Registration No.(s) 2,254,593;  
2,424,214; 2,547,975; 2,240,258

5. Name and address of party to whom correspondence concerning document should be mailed:  
 Name: Max Shaftal  
 Internal Address: PATZIK, FRANK & SAMOTNY, LTD  
 \_\_\_\_\_  
 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).....\$ 265.00  
 Enclosed  
 Authorized to be charged to deposit account

8. Deposit account number:  
50-1325

DO NOT USE THIS SPACE

9. Signature.  
Scott W. Smilie  
 Name of Person Signing

  
 Signature

July 16, 2002  
 Date

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

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

CH \$265.00 501325 2254593

**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

(continued from Item 3 on Recordation Form Cover Sheet)

Corrected recordation cover sheet to correct Assignee's entity to PFW ACQUISITION, LLC-Delaware and to correct date of execution to April 30, 2002.

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

### RECORDATION FORM COVER SHEET TRADEMARKS ONLY

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.

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: 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

3. Nature of conveyance:

Assignment                       Merger  
 Security Agreement               Change of Name  
 Other \_\_\_\_\_

Execution Date: 05/14/02

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

A. Trademark Application No.(s) \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Additional number(s) attached  Yes  No

B. Trademark Registration No.(s) 2,254,593;  
2,424,214; 2,547,975; 2,240,258

5. Name and address of party to whom correspondence concerning document should be mailed:  
Name: Max Shaftal  
Internal Address: PATZIK, FRANK & SAMOTNY, LTD  
\_\_\_\_\_  
\_\_\_\_\_  
Street Address: 150 South Wacker Drive  
Suite 900  
City: Chicago State: IL Zip: 60608

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

DO NOT USE THIS SPACE

9. Signature.

Scott W. Smilie                      Scott W. Smilie                      July 16, 2002  
 Name of Person Signing                      Signature                      Date

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

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

**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: HBA, Inc., its Manager

By: Herbert B. Aronson

Name: HERBERT B. ARONSON

Title: PRESIDENT

Date: April 30, 2002

By: [Signature]

Name: Christopher Fraser

Title: VP

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  
**OFFICIAL SEAL**  
**MAUREEN BYRNE**  
NOTARY PUBLIC, STATE OF ILLINOIS  
MY COMMISSION EXPIRES 04/27/06  
SEAL

SEAL

ANGELA M. SCHACHT  
Notary Public, State of New York  
No. 81-496806  
Qualified in New York County  
Commission Expires 7/16/03

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. Arush*

Name: *Herbert B. Arush*

Title: *PRESIDENT*

Date: April 30, 2002

STATE OF ILLINOIS )  
) ss.  
COUNTY OF *Cook* )

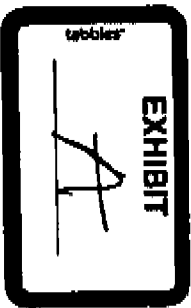
This instrument was subscribed and sworn to  
before me on this 30th day of April, 2002.



SEAL



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

TRADEMARK

RECORDED: 04/02/2004

REEL: 002825 FRAME: 0943