

08-02-2004

Form PTO-1594 (Rev. 06/04)  
OMB Collection 0651-0027 (exp. 6/30/200)

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



**TRADEMARK** 102805065

7-29-04

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

**1. Name of conveying party(ies)/Execution Date(s):**

The Oregonian Publishing Co.

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

Citizenship (see guidelines) \_\_\_\_\_

Execution Date(s) November 15, 2003

Additional names of conveying parties attached?  Yes  No

**3. Nature of conveyance:**

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

**2. Name and address of receiving party(ies)**

Additional names, addresses, or citizenship attached?  Yes  No

Name: Oregonian Publishing Company LLC

Internal Address: \_\_\_\_\_

Street Address: 1320 S.W. Broadway

City: Portland

State: Oregon

Country: USA Zip: 97204

- Association
- General Partnership
- Limited Partnership
- Corporation
- Other Oregon Co.

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)

**4. Application number(s) or registration number(s) and identification or description of the Trademark.**

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

B. Trademark Registration No.(s) \_\_\_\_\_

2131502

Additional sheet(s) attached?  Yes  No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

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

Name: Eric E. Gisolfi

Internal Address: Sabin Berman & Gould LLP

Street Address: Four Times Square

City: New York

State: New York Zip: 10036

Phone Number: 212 381 7070

Fax Number: 212 381 7227

Email Address: egisolfi@sbands.com

**6. Total number of applications and registrations involved:**

1

**7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 40**

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed

**8. Payment Information:**

a. Credit Card Last 4 Numbers \_\_\_\_\_ Expiration Date \_\_\_\_\_

b. Deposit Account Number 19-0004

Authorized User Name Eric E Gisolfi

**9. Signature:**

July 23, 2004

Eric E. Gisolfi

Signature

Date

Name of Person Signing

Total number of pages including cover sheet, attachments, and document: 44

Documents to be recorded (including cover sheet) should be faxed to (703) 306-5995, or mailed to: Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

TRADEMARK  
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**ASSIGNMENT**


WHEREAS, The Oregonian Publishing Co., an Oregon corporation located at 1320 S.W. Broadway, Portland, Oregon 97201 (hereinafter "Assignor") has adopted, used and registered the trademarks shown on the attached schedule, and is the record owner of said marks and registrations therefor, and

WHEREAS, Oregonian Publishing Company LLC, an Oregon company located at 1320 S.W. Broadway, Portland, OR 97204 (hereinafter "Assignee"), is desirous of acquiring said marks and registrations therefor;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, effective January 1, 2002, Assignor does hereby sell, assign, transfer and set over unto Assignee, all right, title and interest in and to the marks, together with the goodwill symbolized by said marks and the registrations therefor.

**THE OREGONIAN PUBLISHING CO.**

By: \_\_\_\_\_

  
Patrick Stickel

TRADEMARK SCHEDULE

HOMES & GARDENS OF THE NORTHWEST

REG. No. 2131502