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

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

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

1. Name of conveying party(ies): Hispanic Publishing Group, LP

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: Hispanic Publishing Associates, LLC
 Internal Address:
 Address:
 Street Address: 999 Ponce de Leon Blvd., #600
 City: Coral Gables State: FL Zip: 33134

Individual(s) citizenship
 Association
 General Partnership
 Limited Partnership
 Corporation-State Delaware
 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: 10/29/2004

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

A. Trademark Application No.(s) 76/384,081, 76/384,080, 76/379,301, 76/602,428

B. Trademark Registration No.(s) 2,760,954, 2,749,565, 2,613,443, 2,457,052, 2,463,600, 2,657,703, 2,187,291, 2,035,155, 1,790,321

Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
 Name: Louis J. Levy, Esq.
 Internal Address:
 Leventhal Senter & Lerman PLLC
 Street Address: 2000 K Street, N.W., Suite 600
 City: Washington State: DC Zip: 20006

6. Total number of applications and registrations involved:


7. Total fee (37 CFR 3.41).....\$ 340.00
 Enclosed
 Authorized to be charged to deposit account

8. Deposit account number:

DO NOT USE THIS SPACE

9. Signature.

Louis J. Levy
 Name of Person Signing


 Signature

November 17, 2004
 Date

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

12/16/2004 GTDN11 00000085 76384081

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

01 FC:8521 40.00 DP
02 FC:8522 300.00 DP

700184751

TRADEMARK REEL: 003126 FRAME: 0671

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

ASSIGNMENT

WHEREAS, Hispanic Publishing Group, LP, a Delaware limited partnership, having a place of business at 999 Ponce de Leon Boulevard, Suite 600, Coral Gables, Florida, 33134 is owner of the marks shown in Exhibit A and the U.S. trademark registrations and applications therefor (the "Marks");

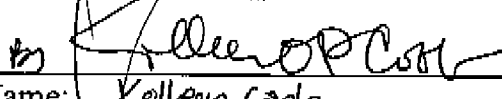
AND, WHEREAS, Hispanic Publishing Associates, LLC, a limited liability company organized and existing under the laws of Delaware, having a place of business at 999 Ponce de Leon Boulevard, Suite 600, Coral Gables, Florida, 33134 wishes to acquire the entire right, title and interest in and to the Marks, registrations and applications therefor, and any renewals that may be granted thereon, together with the goodwill of the business symbolized by the Marks, and the right to sue and recover for past infringements, dilution, and other violations;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Hispanic Publishing Group, LP hereby sells, assigns and transfers unto Hispanic Publishing Associates, LLC, its successors and assigns, the entire right, title and interest in and to the Marks, applications and registrations therefor and any renewals that may be granted thereon, together with the goodwill of the business symbolized by the Marks and the right to sue and recover for past infringements, dilution, and other violations.

The Commissioner is requested to issue the certificates of registration to Assignee.

HISPANIC PUBLISHING GROUP, L.P.

By: Hispanic Publishing Group, Inc., its
General Partner


Name: Kelleen O'Connell
Title: Vice President

Dated: October 29, 2004

EXHIBIT A

<u>MARK</u>	<u>REGISTRATION NOS.</u>	<u>REG. DATE</u>
Hispaniconline.com	2,760,954	09/09/03
Hispanicmagazine.com	2,749,565	08/12/03
Hispanic Trends	2,613,443	08/27/02
Hispanic Magazine	2,457,052	06/05/01
Hispanic Entrepreneur 100	2,463,600	06/26/01
Hispanic Entrepreneur	2,657,703	12/10/02
Latina Excellence Awards	2,187,291	09/08/98
Hispanic Online	2,035,155	02/04/97
Hispanic	1,790,321	08/31/93; renewed 11/26/03

	<u>APPLICATION NOS.</u>	<u>APP. DATE</u>
Hispanictrends.com	76/384,081	03/07/02
Hispanic Commerce	76/384,080	03/07/02
Hispanictrends.com and design	76/379,301	03/07/02
Hispanic Almanac	76/602,428	07/15/04