

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Island-Metro Publication, Inc.		03/29/2004	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	Island Publications, Inc.		
Street Address:	235 Pinelawn Road		
City:	Melville		
State/Country:	NEW YORK		
Postal Code:	11747		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2345070	THIS MONTH ON LONG ISLAND	
CORRESPONDENCE DATA			
Fax Number:	(312)984-7700		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312.372.2000		
Email:	chicago_ip_docket@mwe.com, jmikulina@mwe.com, bbachtell@mwe.com, kwalsh@mwe.com		
Correspondent Name:	McDermott Will & Emery LLP		
Address Line 1:	227 West Monroe Street		
Address Line 2:	Suite 4400		
Address Line 4:	Chicago, ILLINOIS 60606		
ATTORNEY DOCKET NUMBER:	20336-136		
NAME OF SUBMITTER:	Brett E. Bachtell		
Signature:	/Brett E. Bachtell/		

CH \$40.00 2345070

Date:

07/17/2008

Total Attachments: 20

source=island publications assignment#page1.tif

source=island publications assignment#page2.tif

source=island publications assignment#page3.tif

source=island publications assignment#page4.tif

source=island publications assignment#page5.tif

source=island publications assignment#page6.tif

source=island publications assignment#page7.tif

source=island publications assignment#page8.tif

source=island publications assignment#page9.tif

source=island publications assignment#page10.tif

source=island publications assignment#page11.tif

source=island publications assignment#page12.tif

source=island publications assignment#page13.tif

source=island publications assignment#page14.tif

source=island publications assignment#page15.tif

source=island publications assignment#page16.tif

source=island publications assignment#page17.tif

source=island publications assignment#page18.tif

source=island publications assignment#page19.tif

source=island publications assignment#page20.tif

TRADEMARK ASSIGNMENT

This Trademark Assignment ("Trademark Assignment") is effective as of March 29, 2004 (the "Effective Date") and is being executed by Island-Metro Publication, Inc., a New York corporation doing business as This Month on Long Island ("Assignor"), in favor of Island Publications Inc., a New York corporation formerly known as Distinction, Inc. ("Assignee"). Capitalized terms not otherwise defined herein have the meanings ascribed to them in the Agreement (as defined below).

WHEREAS, Assignor, Assignee and certain shareholders of Assignor (the "Shareholders") are parties to that certain Asset Purchase Agreement dated as of March 31, 2004 (the "Agreement"), pursuant to which Assignor and the Shareholders have agreed to sell to Assignee, and Assignee has agreed to purchase from Assignor, substantially all of the assets of Assignor; and

WHEREAS, Assignor now desires to assign to Assignee, and Assignee wishes to accept the assignment of, all of the trademarks, including without limitation, all United States, state and foreign trademarks, service marks, logos, trade dress, trade names (including all assumed or fictitious names under which Assignor is conducting business or has within the previous five years conducted business) and domain names, whether registered or unregistered, and registrations and pending applications to register the same ("Trademarks"), together with the goodwill of the business associated therewith.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign, transfer and convey to Assignee all of Assignor's right, title and interest in, to and under said Trademarks throughout the world, together with the goodwill of the business associated therewith, including but not limited to: (a) the trademark registrations, applications for registration and various trade names and assumed names listed on Schedules A, B and C hereto; (b) any and all renewals, reversions and extensions or foreign equivalents thereof for its own use and enjoyment, and for the use and enjoyment of its successors and assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Trademark Assignment and sale had not been made; and (c) all income, royalties, damages or payments due or payable as of the Effective Date or thereafter, including without limitation, all claims for damages by reason of past, present or future infringement or other unauthorized use of the Trademarks, with the right to sue for, and collect, the same, for its own use and enjoyment, and for the use and enjoyment of its successors and assigns or other legal representatives, without the obligation to account to Assignor therefor.

Assignor authorizes and requests the United States Patent and Trademark Office to record Assignee as owner of the Trademarks, including any renewals, reversions and extensions thereof, and to issue any and all trademark registrations of the United States thereon to Assignee, as owner of the entire right, title and interest in, to and under the same, for the sole use and enjoyment of Assignee, its successors and assigns or other legal representatives.

Assignor shall provide to Assignee, its successors and assigns or other legal representatives, cooperation and assistance at Assignee's request and expense (including the execution and delivery of any and all affidavits, declarations, oaths, exhibits, assignments, powers of attorney or other documentation as may be reasonably required): (i) in the preparation and prosecution of any applications covering the Trademarks assigned herein; (ii) in the prosecution or defense of any interference, opposition, reexamination, reissue, infringement or other proceedings that may arise in connection with any of the rights assigned herein, including, but not limited to, testifying as to any facts relating to the rights assigned herein and this Trademark Assignment; (iii) in obtaining any additional trademark protection that Assignee may deem appropriate which may be secured under the laws now or hereafter in effect in the United States or any other country; and (iv) in the implementation or perfection of this Trademark Assignment.

IN WITNESS WHEREOF, Assignor has executed this Trademark Assignment as of the date first written above.

ISLAND METRO PUBLICATIONS, INC.

By: Robert Lipper
Robert Lipper
President

STATE OF NEW YORK)
COUNTY OF SUFFOLK)

On this 1st day of APRIL, 2004, before me personally appeared Robert Lipper, to me known and known to be President of Island-Metro Publication, Inc., the corporation which executed the foregoing instrument, and acknowledged to me that he executed the same.

Doreen M. Dauscher
Notary Public

My Commission expires 8/24/05

DOREEN M. DAUSCHER
Notary Public, State of New York
No. 52-4003869
Qualified in Suffolk County
Commission Expires 8/24, 2005

SCHEDULE A

United States Trademarks, Trademark Registrations and Applications for Registration



UNITED STATES PATENT AND TRADEMARK OFFICE

[Home](#)
[Index](#)
[Search](#)
[System Alerts](#)
[eBusiness Center](#)
[News & Notices](#)
[Contact Us](#)

Trademark Electronic Search System(Tess)

TESS was last updated on Thu Apr 1 04:45:28 EST 2004

[TESS Home](#)
[TRADEMARK](#)
[TESS Home](#)
[NEW USER](#)
[STRUCTURED](#)
[Fast Form](#)
[Previous Doc](#)
[Export](#)
[RISAT](#)
[Print Log](#)
[Guided List](#)
[Initial List](#)
[Binary Data](#)
[Image Doc](#)
[Next Doc](#)
[Last Doc](#)

[Logout](#) Please logout when you are done to release system resources allocated for you.

[Start](#) List At: OR [Jump](#) to record: Record 3 out of 5

[Legal Status](#) (TARR contains current status, correspondence address and attorney of record for this mark. Use the "Back" button of the Internet Browser to return to TESS)

On Long Island

Word Mark	THIS MONTH ON LONG ISLAND
Goods and Services	IC 016. US 002 005 022 023 029 037 038 050. G & S: MONTHLY MAGAZINE FEATURING INFORMATION ON LONG ISLAND. FIRST USE: 19990101. FIRST USE IN COMMERCE: 19990101
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code	261102 261121
Serial Number	75638727
Filing Date	February 11, 1999
Current Filing Basis	1A
Original Filing Basis	1A
Published for Opposition	February 1, 2000
Registration Number	2345070
Registration	April 25, 2000

Date

Owner (REGISTRANT) Island-Metro Publications, Inc. CORPORATION NEW YORK 1
Du Pont Street Plainview NEW YORK 11803

Attorney of Record KENNETH P GEORGE

Prior Registrations 1468263

Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "THIS MONTH ON LONG ISLAND" APART FROM THE MARK AS SHOWN

Description of Mark The stippling in the drawing is for shading purposes only.

Type of Mark TRADEMARK

Register PRINCIPAL

Live/Dead Indicator LIVE

PTO HOME	INTRODUCTION	TESS SEARCH	NEW REG	STATUS REG	ADD FORMS	BUSINESS DOC	TOP	HELP	FEEDBACK
GENERAL INFO	FAQ	REGISTER DOC	NEW DOC	NEW DOC	LAST DOC				

HOME | INDEX | SEARCH | SYSTEM ALERTS | BUSINESS CENTER | NEWS&NOTICES | CONTACT US | PRIVACY STATEMENT

Thank you for your request. Here are the latest results from the TARR web server.

This page was generated by the TARR system on 2004-04-01 17:58:25 ET

Serial Number: 75638727

Registration Number: 2345070

Mark

On Long Island

(words only): THIS MONTH ON LONG ISLAND

Standard Character claim: No

Current Status: Registered.

Date of Status: 2000-04-25

Filing Date: 1999-02-11

Transformed into a National Application: No

Registration Date: 2000-04-25

Register: Principal

Law Office Assigned: TMEG Law Office 106

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: 900 - Warehouse (Newington)

Date In Location: 2000-05-02

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. Island-Metro Publications, Inc.

Address:
Island-Metro Publications, Inc.
1 Du Pont Street

Plainview, NY 11803
United States
Legal Entity Type: Corporation
State or Country of Incorporation: New York

GOODS AND/OR SERVICES

MONTHLY MAGAZINE FEATURING INFORMATION ON LONG ISLAND
International Class: 016
First Use Date: 1999-01-01
First Use in Commerce Date: 1999-01-01

Basis: 1(a)

ADDITIONAL INFORMATION

Disclaimer: "THIS MONTH ON LONG ISLAND"

Lining and Stippling: The stippling in the drawing is for shading purposes only.

Prior Registration Number(s):
1468263

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

- 2000-04-25 - Registered - Principal Register
- 2000-02-01 - Published for opposition
- 1999-12-30 - Notice of publication
- 1999-12-03 - Approved for Pub - Principal Register (Initial exam)
- 1999-10-13 - Communication received from applicant
- 1999-08-12 - Non-final action mailed
- 1999-08-06 - Case file assigned to examining attorney

CONTACT INFORMATION

Correspondent (Owner)
KENNETH P GEORGE (Attorney of record)

KENNETH P GEORGE
AMSTER ROTHSTEIN & EBENSTEIN
90 PARK AVE
NEW YORK NY 10016-1301
United States



UNITED STATES PATENT AND TRADEMARK OFFICE

- Home
- Index
- Search
- System Alerts
- Business Center
- News & Notices
- Contact Us

Trademark Electronic Search System(Tess)

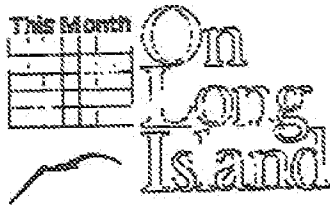
TESS was last updated on Thu Apr 1 04:45:28 EST 2004

- Home
- Index
- TESS Home
- NEW Users
- DISCONTINUED
- Patent Exam
- Answers/Docs
- ERRORS
- HELP
- Help/FAQ
- Conn. Log
- Print/Doc
- Print/Doc
- Print/Doc
- Print/Doc
- Print/Doc

Logout Please logout when you are done to release system resources allocated for you.

Start List At: OR **Jump** to record: Record 5 out of 5

Serial Status (TARR contains current status, correspondence address and attorney of record for this mark. Use the "Back" button of the Internet Browser to return to TESS)



Word Mark THIS MONTH ON LONG ISLAND
Goods and Services IC 016. US 038. G & S: MONTHLY MAGAZINE. FIRST USE: 19861022. FIRST USE IN COMMERCE: 19870213
Mark Drawing Code (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code 031519 031525 200324 250302
Serial Number 73652265
Filing Date March 30, 1987
Current Filing Basis 1A
Original Filing Basis 1A
Published for Opposition September 15, 1987
Registration Number 1468263
Registration Date December 8, 1987
Owner (REGISTRANT) ISLAND METRO-PUBLICATIONS, INC. CORPORATION

NEW YORK P.O. BOX 670 LEVITTOWN NEW YORK 11756

Attorney of Record KENNETH P. GEORGE

Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "THIS MONTH ON LONG ISLAND" APART FROM THE MARK AS SHOWN

Type of Mark TRADEMARK

Register PRINCIPAL

Affidavit Text SECT 15. SECT 8 (6-YR).

Live/Dead Indicator LIVE

TO HOME	TO TRADEMARK	TESS HOME	NEW LIST	STRUCTURED	FREE FORM	SHOWS DOC	TOP	HELP	POLICY LIST
STATUS LIST	INDEX LIST	FIRST DOC	PREV DOC	NEXT DOC	LAST DOC				

HOME | INDEX | SEARCH | SYSTEM ALERTS | BUSINESS CENTER | NEWS&NOTICES | CONTACT US | PRIVACY STATEMENT

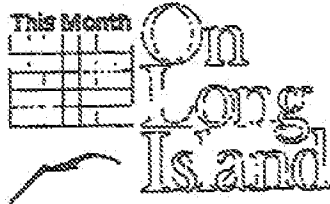
Thank you for your request. Here are the latest results from the TARR web server.

This page was generated by the TARR system on 2004-04-01 17:58:46 ET

Serial Number: 73652265

Registration Number: 1468263

Mark



(words only): THIS MONTH ON LONG ISLAND

Standard Character claim: No

Current Status: Section 8 and 15 affidavits have been accepted and acknowledged.

Date of Status: 1994-02-23

Filing Date: 1987-03-30

Transformed into a National Application: No

Registration Date: 1987-12-08

Register: Principal

Law Office Assigned: TMEO Law Office # 1

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: 900 -Warehouse (Newington)

Date In Location: 1994-03-07

LAST APPLICANT(S)/OWNER(S) OF RECORD

I. ISLAND METRO-PUBLICATIONS, INC.

Address:
ISLAND METRO-PUBLICATIONS, INC.
P.O. BOX 670

LEVITTOWN, NY 11756
United States
Legal Entity Type: Corporation
State or Country of Incorporation: New York

GOODS AND/OR SERVICES

MONTHLY MAGAZINE
International Class: 016
First Use Date: 1986-10-22
First Use in Commerce Date: 1987-02-13

Basis: 1(a)

ADDITIONAL INFORMATION

Disclaimer: "THIS MONTH ON LONG ISLAND"

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

1994-02-23 - Section 8 (6-year) accepted & Section 15 acknowledged
1993-10-28 - Section 8 (6-year) and Section 15 Filed
1987-12-08 - Registered - Principal Register
1987-09-15 - Published for opposition
1987-08-14 - Notice of publication
1987-07-23 - Approved for Pub - Principal Register (Initial exam)
1987-07-09 - Communication received from applicant
1987-06-12 - Non-final action mailed

CONTACT INFORMATION

Correspondent (Owner)
KENNETH P. GEORGE (Attorney of record)

KENNETH P. GEORGE
AMSTER, ROTHSTEIN & EBENSTEIN

90 PARK AVENUE
NEW YORK, NEW YORK 10016
United States



UNITED STATES PATENT AND TRADEMARK OFFICE

[Home](#)
[Index](#)
[Search](#)
[System Alerts](#)
[eBusiness Center](#)
[News & Notices](#)
[Contact Us](#)

Trademark Electronic Search System(Tess)

TESS was last updated on Thu Apr 1 04:45:28 EST 2004

[PRO Home](#)
[TRADEMARK](#)
[TESS Home](#)
[NEW USER](#)
[STRUCTURED](#)
[FREE FORM](#)
[Previous Doc](#)
[Button](#)
[HELP](#)
[Next Doc](#)
[Curr List](#)
[Next List](#)
[First Doc](#)
[Prev Doc](#)
[Next Doc](#)
[Last Doc](#)

[Logout](#) Please logout when you are done to release system resources allocated for you.

[Start](#) List At: OR [Jump](#) to record: **Record 15 out of 4682**

Legal Status

(TARR contains current status, correspondence address and attorney of record for this mark. Use the "Back" button of the Internet Browser to return to TESS)

Typed Drawing

Word Mark **ADVANTAGE**
Goods and Services IC 016. US 002 005 022 023 029 037 038 050. G & S: Periodicals and magazines in the field of economic development. FIRST USE: 19960916. FIRST USE IN COMMERCE: 19960916
Mark Drawing Code (1) TYPED DRAWING
Serial Number 78297186
Filing Date September 8, 2003
Current Filing Basis 1A
Original Filing Basis 1A
Owner (APPLICANT) Island-Metro Publications, Inc. CORPORATION NEW YORK 75 Price Parkway Farmingdale NEW YORK 11735
Attorney of Record Trebor Lloyd
Type of Mark TRADEMARK
Register PRINCIPAL
Live/Dead Indicator LIVE

[PRO Home](#)
[TRADEMARK](#)
[TESS Home](#)
[NEW USER](#)
[STRUCTURED](#)
[FREE FORM](#)
[Previous Doc](#)
[TOP](#)
[HELP](#)
[Next List](#)
[Curr List](#)
[Next List](#)
[First Doc](#)
[Prev Doc](#)
[Next Doc](#)
[Last Doc](#)

HOME | INDEX | SEARCH | SYSTEM ALERTS | BUSINESS CENTER | NEWS&NOTICES |
CONTACT US | PRIVACY STATEMENT

Thank you for your request. Here are the latest results from the TARR web server.

This page was generated by the TARR system on 2004-04-01 18:00:22 ET

Serial Number: 78297186

Registration Number: (NOT AVAILABLE)

Mark (words only): ADVANTAGE

Standard Character claim: No

Current Status: Approved by the examining attorney for publication for opposition. This is NOT the beginning of the Opposition period. In approximately two months, please visit the web site to learn the actual date of publication for opposition in the Trademark Official Gazette.

Date of Status: 2004-03-30

Filing Date: 2003-09-08

Transformed into a National Application: No

Registration Date: (DATE NOT AVAILABLE)

Register: Principal

Law Office Assigned: LAW OFFICE 111

Attorney Assigned:
LORENZO ROBERT Employee Location

Current Location: M2D -TMO Law Office 111 - Docket Clerk

Date In Location: 2004-03-31

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. Island-Metro Publications, Inc.

Address:

Island-Metro Publications, Inc.

75 Price Parkway

Farmingdale, NY 11735

United States

Legal Entity Type: Corporation

State or Country of Incorporation: New York

GOODS AND/OR SERVICES

Periodicals and magazines in the field of economic development
International Class: 016
First Use Date: 1996-09-16
First Use in Commerce Date: 1996-09-16

Basis: 1(a)

ADDITIONAL INFORMATION

(NOT AVAILABLE)

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

2004-03-30 - Approved for Pub - Principal Register (Initial exam)

2004-03-30 - EXAMINERS AMENDMENT E-MAILED

2004-03-27 - Non-final action e-mailed

2004-03-24 - Case file assigned to examining attorney

CONTACT INFORMATION

Correspondent (Owner)
Trebor Lloyd (Attorney of record)

Trebor Lloyd
AMSTER, ROTHSTEIN & EBENSTEIN
90 Park Avenue
New York, NY 10016

Phone Number: (212) 336-8000
Fax Number: (212) 336-8001

SCHEDULE B

Foreign Trademarks, Trademark Registrations and Applications for Registration

SCHEDULE C

Trade Names and Assumed Names