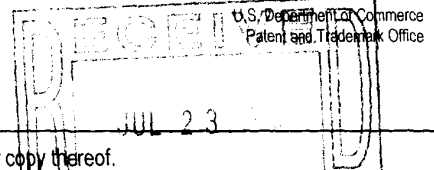


07-27-1998



To the Honorable Commissioner of Patents and T.

100776652

Documents or copy thereof.

1. Name of conveying party(ies):
Daily Racing Form, Inc..

Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State - Delaware
 Other
Additional name(s) of conveying party(ies) attached? Yes No

2. Name and Address of receiving party(ies)
Name: PRIMEDIA Special Interest Publications, Inc.

Address: Newsplaza
Peoria, Illinois 61614

3. Nature of conveyance:

Assignment 22 Merger 7-23-98
 Security Agreement Change of Name
 Other _____

Execution Date: January 2, 1998

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

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

A. Trademark Application No.(s) 75/322,163; 75/117,683

Trademark Registration No.(s) 1,791,558; 1,549,119

Additional numbers attached? Yes No

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

Deborah K. Squiers, Esq.
Cowan, Liebowitz & Latman, P.C.
1133 Avenue of the Americas
New York, NY 10036-6799

6. Total number of applications and registrations involved: 4

7. Total fee (37 CFR 3.41)..... \$ 115.00

Enclosed
 Any deficiency is authorized to be charged to
Deposit Account No. 03-3415.

8. Deposit Account No. 03-3415

(Attach duplicate copy of this page if paying by deposit account)

07/24/1998 DMGUYEN 00000292 1791558

01 FC:481 40.00 OP
02 FC:482 75.00 OP

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Deborah K. Squiers
Name of Person Signing

Deborah Squiers
Signature

7/23/98
Date

Total number of pages including cover sheet, attachments, and document: 3

Mail to:U.S. Patent & Trademark Office, Office of Public Records, Crystal Gateway 4, Rm. 335, Washington, D.C. 20231

TRADEMARK ASSIGNMENT

WHEREAS, Daily Racing Form, Inc., a Delaware corporation having its place of business at 2231 E. Camelback Road, Phoenix, Arizona 85051, ("Assignor"), is using and is the owner of certain trademarks (the "Marks") and is the owner of the registrations listed and pending applications listed in Exhibit A; and

WHEREAS, Primedia Special Interest Publications, Inc., a Delaware corporation having its place of business at Newsplaza, Peoria, Illinois 61614 ("Assignee") desires to acquire the entire right, title and interest in and to the Marks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign and transfer unto Assignee, its legal successors and permitted assigns, absolutely and forever, all right, title and interest, whether statutory, or at common law, in and to the Marks, together with the goodwill of the business symbolized by it throughout the world, and all registrations and pending applications therefor in the United States of America, its territories and possessions, and all causes of action for any and all previously occurring infringements of the rights being assigned and the right to receive and retain the proceeds relating to those infringements.

Assignor agrees to execute any further papers and to do such other acts as may be necessary and proper to vest all right, title and interest in and to the Marks in Assignee.

This Trademark Assignment shall be governed by, and construed in accordance with, the laws of the State of New York.

IN WITNESS WHEREOF, Assignor has caused these presents to be duly executed in a manner appropriate thereto as of the 2nd day of January, 1998.

DAILY RACING FORM, INC.

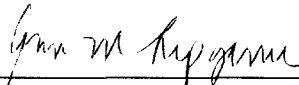
By: 
Name: Ann M. Riposanu
Title: Assistant Secretary

EXHIBIT A

| Country | Mark | Reg. No. | Class |
|----------------|------------------------|-----------------|--|
| USA | Pro Football This Week | 1791558 | 16, Printed Matter, namely Magazines Newspaper Inserts and Newsletters 41, Entertainment Services in the Nature of Live and Prerecorded Radio, Television and Video Tape |
| USA | Pro Football Weekly | 1549119 | 16, A Sports Magazine |
| USA | The Way We Hear It | 75/322163 | 16, A Column in a Magazine Concerning Sports Related Issue |
| USA | PFWA.COM | 75/117683 | 41, On-Line Internet Services for Sports Related Information, Reports, Features, Analysis, Interviews, Videos, Photographs and/or Articles, and Producing and Marketing same; News and Entertainment Services, namely Sports Related Information, Interviews, Videos, Photos, Reports, Articles, Analysis and/or Features and Producing and Marketing same |