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U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office

04-10-2000



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U.S. Patent & TMO/TM Mail Rcpt Dt. #34

Number of Pages

101338545

Attached original documents or copy thereof.

1. Name of conveying party(ies): 4.10.00

BOLGER PUBLICATIONS, INC.

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

Additional name(s) of conveying party(ies) attached?  Yes  No

3. Nature of conveyance:

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

Execution Date: March 14, 2000

2. Name and address of receiving party(ies)

Name: REED ELSEVIER INC.

Internal Address: Legal Department

Street Address: 275 Washington St.

City: Newton State: MA ZIP: 02458

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State Massachusetts
- 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 patent number(s):

A. Trademark Application No.(s)

75/535459

B. Trademark Registration No.(s)

1483414, 2270144, 2203356

Additional numbers attached?  Yes  No

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

Name: Renee Simonton, President

Internal Address: Reed Elsevier Intellectual Property Management Services Suite 912

Street Address: 1105 North Market Street

City: Wilmington State: DE ZIP: 19801

6. Total number of applications and registrations involved: 4

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

Enclosed

Authorized to be charged to deposit account

8. Deposit account number:

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

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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.

RENEE SIMONTON

Name of Person Signing

Renee Simonton  
Signature

March 24, 2000

Date

Total number of pages including cover sheet, attachments, and document: 4

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

TRADEMARK  
REEL: 002061 FRAME: 0408

ASSIGNMENT OF TRADEMARKS

This Trademark Assignment (the "Assignment"), dated as of March 14, 2000, is made by BOLGER PUBLICATIONS, INC., a Minnesota corporation, located at 3301 Como Avenue, SW, Minneapolis, MN 55414 ("Assignor"), in favor of REED ELSEVIER INC., a Massachusetts corporation, with an office located at 350 Hudson Street, New York, NY 10014 ("Assignee").

WHEREAS, Assignor owns all right, title and interest in and to the trademarks listed on Schedule A hereto, the registrations therefor and the goodwill appurtenant thereto (hereinafter, the "Marks");

WHEREAS, Assignor and Assignee have entered into an Asset Purchase Agreement, dated as of March 14, 2000 (the "Asset Purchase Agreement"), pursuant to which Assignor has agreed to sell and transfer to Assignee, and Assignee has agreed to purchase, substantially all of the assets, properties, rights and business of the Assignor used in connection with the publishing, sale and distribution of the Publications, as defined in the Asset Purchase Agreement;

WHEREAS, pursuant to the Asset Purchase Agreement, Assignor desires to assign to Assignee all of Assignor's right, title and interest in and to the Marks; and

WHEREAS, Assignee desires to acquire all of the Assignor's right, title, and interest in and to the Marks.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, Assignor sells, assigns, transfers and sets over to Assignee, Assignor's entire right, title, interest in and to the Marks, together with the goodwill of the business in connection with which the Marks is used and which is symbolized by the Marks. All rights and privileges, including the right to sue for past infringement, granted and secured by any of the items assigned to Assignee under this Assignment will be held and enjoyed by Assignee, its successors, assigns and other legal representatives. Assignor authorizes and requests the United States Patent and Trademark Office and any other official throughout the world whose duty is to register and record ownership in trademarks to record Assignee as the assignee and owner of the right, title, and interest assigned under this Assignment. Assignor agrees to execute and deliver at a future date any further documents that Assignee determines may be necessary and desirable to perfect Assignee's ownership of any rights in the Marks.

IN WITNESS WHEREOF, Assignor and Assignee execute this Trademark Assignment as of the year and date first set forth above.

**BOLGER PUBLICATIONS, INC.**

By: Charles Bolger  
Name: Charles Bolger  
Title: Executive Officer

**ACKNOWLEDGED:**

**REED ELSEVIER INC.**

By: \_\_\_\_\_  
Name: Brian Nairn  
Title:

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IN WITNESS WHEREOF, Assignor and Assignee execute this Trademark Assignment  
as of the year and date first set forth above.

BOLGER PUBLICATIONS, INC.

By: \_\_\_\_\_  
Name: Charles Bolger  
Title: Executive Officer

ACKNOWLEDGED:

REED ELSEVIER INC.

By:   
Name: Brian Naim  
Title: EVP

FROM:

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Schedule A

Trademarks and Trade Names

<u>Trademarks</u>	<u>US REG.No.</u>	<u>Status</u>	<u>Goods</u>
CASUAL LIVING (Words only)	1,483,414	REGISTERED	Prints & Publications
CASUAL LIVING (Words only)	2,270,144	REGISTERED	Computer services
OUTDOOR STYLE (Words Only)	2,203,356	REGISTERED	Prints & Publications
OUTDOOR STYLE (Words Only)	75/535459	ABANDONED	Computer services

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