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U.S. Department of Commerce  
Patent and Trademark Office  
TRADEMARK

APR 18 2000

RECORDATION FORM COVER SHEET  
TRADEMARKS ONLY

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

- New
- Resubmission (Non-Recordation)  
Document ID #
- Correction of PTO Error  
Reel #  Frame #
- Corrective Document  
Reel #  Frame #

Conveyance Type

- Assignment  License
  - Security Agreement  Nunc Pro Tunc Assignment
  - Merger
  - Change of Name
  - Other
- Effective Date  
Month Day Year

Conveying Party

Mark if additional names of conveying parties attached

Name  Execution Date  
Month Day Year

Formerly

- Individual  General Partnership  Limited Partnership  Corporation  Association
- Other
- Citizenship/State of Incorporation/Organization

Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)

City State/Country Zip Code

- Individual  General Partnership  Limited Partnership  Association
  - Corporation
  - Other
- If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

Citizenship/State of Incorporation/Organization

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05/03/2000 JSHABAZZ 00000184 1680283

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Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

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

TRADEMARK  
REEL: 002065 FRAME: 0306

**Domestic Representative Name and Address**

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

**Correspondent Name and Address**

Area Code and Telephone Number

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

**Pages**

Enter the total number of pages of the attached conveyance document including any attachments.

#

**Trademark Application Number(s) or Registration Number(s)**

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

**Trademark Application Number(s)**

**Registration Number(s)**

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1680283"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

**Number of Properties**

Enter the total number of properties involved.

#

**Fee Amount**

Fee Amount for Properties Listed (37 CFR 3.41):

\$

Method of Payment:

Enclosed

Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

#

Authorization to charge additional fees:

Yes

No

**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. Charges to deposit account are authorized, as indicated herein.

Scott A. Seid

Name of Person Signing



Signature

APRIL 14, 2000

Date Signed

# TRADEMARK ASSIGNMENT

**THIS AGREEMENT** is entered into effective the 25th day of February, 2000, by and between Johnson Hill Press, Inc., a Delaware corporation, having its principal offices at 36 S. 3<sup>rd</sup> West, Fort Atkinson, Wisconsin 53538, ("Seller"), and Spectrum Business Communications, Inc., a Wisconsin corporation, having its principal place of business located at 730 Madison Avenue P.O. Box 606, Fort Atkinson, Wisconsin 53538 ("Buyer").

**WHEREAS**, Seller is in the business of publishing certain trade publications, one of which is known as *Today's Distributor* magazine; and

**WHEREAS**, Buyer has acquired from Seller the trademark rights associated with the Today's Distributor business.

**NOW, THEREFORE**, in consideration of the foregoing and the mutual covenants contained herein, the parties agree as follows:

1. Seller hereby assigns and transfers to Buyer all of Seller's right, title, and interest in and to the mark, *Today's Distributor*, registered with the U.S. Patent & Trademark Office as Registration number 1680283, together with the goodwill in connection with which such mark is used.

2. Buyer hereby accepts the assignment of the mark on the date hereof.

3. This Assignment shall be binding upon and inure to the benefit of the parties hereto and their respective heirs, successors, assigns and legal representatives.

4. This Assignment and all questions arising in connection herewith shall be governed by and construed in accordance with the laws of the State of Wisconsin.

IN WITNESS WHEREOF, the parties have duly executed this Assignment as of the day  
and date first above written.

SELLER: JOHNSON HILL PRESS, INC.

BY: Craig Schroeder  
Craig Schroeder  
Title: CFO

BUYER: SPECTRUM BUSINESS COMMUNICATIONS, INC.

BY: R. B. Lederer  
Robert Lederer  
President