

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT
NATURE OF CONVEYANCE:	Corrective Assignment to correct the registration no. from 4426256 to 2426256 previously recorded on Reel 002324 Frame 0334. Assignor(s) hereby confirms the name change.

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Times Mirror Magazines, Inc.		04/02/2001	CORPORATION: NEW YORK

RECEIVING PARTY DATA

Name:	Time4 Media, Inc.
Street Address:	Two Park Avenue
City:	New York
State/Country:	NEW YORK
Postal Code:	10016
Entity Type:	CORPORATION: NEW YORK

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	2426256	SALTWATER SPORTSMAN.COM

CORRESPONDENCE DATA

Fax Number: (212)202-6360
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 212-484-8973
 Email: patricia.olivieri@timewarner.com
 Correspondent Name: Paul A. Lee
 Address Line 1: One Time Warner Center
 Address Line 2: 14-121
 Address Line 4: New York, NEW YORK 10019

NAME OF SUBMITTER:	Paul A. Lee
Signature:	/Paul A. Lee/
Date:	03/01/2006

CH \$40.00 2426256

Total Attachments: 3

source=SWS.COM#page1.tif

source=SWS.COM#page2.tif

source=SWS.COM2#page1.tif



**UNITED STATES DEPARTMENT OF COMMERCE
Patent and Trademark Office**

ASSISTANT SECRETARY AND COMMISSIONER
OF PATENTS AND TRADEMARKS
Washington, D.C. 20231

SEPTEMBER 10, 2001

PTAS



101774415A

AOL TIME WARNER INC.
ROBERT T. SCHERER, ESQ.
75 ROCKEFELLER PLAZA
NEW YORK, NY 10019

UNITED STATES PATENT AND TRADEMARK OFFICE
NOTICE OF RECORDATION OF ASSIGNMENT DOCUMENT

THE ENCLOSED DOCUMENT HAS BEEN RECORDED BY THE ASSIGNMENT DIVISION OF THE U.S. PATENT AND TRADEMARK OFFICE. A COMPLETE MICROFILM COPY IS AVAILABLE AT THE ASSIGNMENT SEARCH ROOM ON THE REEL AND FRAME NUMBER REFERENCED BELOW.

PLEASE REVIEW ALL INFORMATION CONTAINED ON THIS NOTICE. THE INFORMATION CONTAINED ON THIS RECORDATION NOTICE REFLECTS THE DATA PRESENT IN THE PATENT AND TRADEMARK ASSIGNMENT SYSTEM. IF YOU SHOULD FIND ANY ERRORS OR HAVE QUESTIONS CONCERNING THIS NOTICE, YOU MAY CONTACT THE EMPLOYEE WHOSE NAME APPEARS ON THIS NOTICE AT 703-308-9723. PLEASE SEND REQUEST FOR CORRECTION TO: U.S. PATENT AND TRADEMARK OFFICE, ASSIGNMENT DIVISION, BOX ASSIGNMENTS, CG-4, 1213 JEFFERSON DAVIS HWY, SUITE 320, WASHINGTON, D.C. 20231.

RECORDATION DATE: 06/25/2001

REEL/FRAME: 002324/0334
NUMBER OF PAGES: 15

BRIEF: CHANGE OF NAME

ASSIGNOR:

TIMES MIRROR MAGAZINES, INC.

DOC DATE: 04/02/2001
CITIZENSHIP: NEW YORK
ENTITY: Corporation

ASSIGNEE:

TIME4 MEDIA, INC.
TWO PARK AVENUE
NEW YORK, NEW YORK 10016

CITIZENSHIP: NEW YORK
ENTITY: Corporation

APPLICATION NUMBER: 78001154
REGISTRATION NUMBER:

FILING DATE: 03/27/2000
ISSUE DATE:

MARK: A PERFECT DAY
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 75696655
REGISTRATION NUMBER:

FILING DATE: 05/03/1999
ISSUE DATE:

MARK: ADVERTISER INFOLINK
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

TRADEMARK
REEL: 003256 FRAME: 0203

APPLICATION NUMBER: 75107332
REGISTRATION NUMBER: 2179062

FILING DATE: 05/21/1996
ISSUE DATE: 08/04/1998

MARK: SALT WATER SPORTSMAN
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 72334380
REGISTRATION NUMBER: 0887526

FILING DATE: 08/04/1969
ISSUE DATE: 03/10/1970

MARK: SALT WATER SPORTSMAN
DRAWING TYPE: STYLIZED WORDS, LETTERS, OR NUMBERS

APPLICATION NUMBER: 74318241
REGISTRATION NUMBER: 1782655

FILING DATE: 09/25/1992
ISSUE DATE: 07/20/1993

MARK: SALT WATER SPORTSMAN
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 75701558
REGISTRATION NUMBER: 2332751

FILING DATE: 05/10/1999
ISSUE DATE: 03/21/2000

MARK: SALT WATER SPORTSMAN
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 84426256
REGISTRATION NUMBER: 4426256

FILING DATE:
ISSUE DATE:

MARK:
DRAWING TYPE:

APPLICATION NUMBER: 75116521
REGISTRATION NUMBER: 2113642

FILING DATE: 06/10/1996
ISSUE DATE: 11/18/1997

MARK: SENIOR GOLFER
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 74341404
REGISTRATION NUMBER: 1837291

FILING DATE: 12/21/1992
ISSUE DATE: 05/17/1994

MARK: SENIOR GOLFER
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 75231065
REGISTRATION NUMBER: 2272672

FILING DATE: 01/24/1997
ISSUE DATE: 08/24/1999

MARK: SENIOR GOLFER
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 75672700
REGISTRATION NUMBER: 2321800

FILING DATE: 04/01/1999
ISSUE DATE: 02/22/2000

MARK: SENIOR GOLFER
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

07-12-2001

PTO-1618A
Rev 06/30/99
PB 0651-0027



101774415

Copy Assignment

Patent and Trademark Office
TRADEMARK
MUD
6/25/01

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
- Security Agreement
- Merger
- Change of Name
- Other _____
- License
- Nunc Pro Tunc Assignment

Effective Date
Month Day Year
4/2/01

Conveying Party

Mark if additional names of conveying parties attached

Execution Date
Month Day Year
4/2/01

Name Times Mirror Magazines, Inc.

Formerly _____

- Individual
- General Partnership
- Limited Partnership
- Corporation
- Association

Other _____

Citizenship/State of Incorporation/Organization New York

Receiving Party

Mark if additional names of receiving parties attached

Name Time4 Media, Inc.

DBA/AKA/TA _____

Composed of _____

Address (line 1) Two Park Avenue

Address (line 2) _____

Address (line 3) New York

City

NY

State/Country

10016

Zip Code

- Individual
- General Partnership
- Limited Partnership

- Corporation
- Association

Other _____

Citizenship/State of Incorporation/Organization New York

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.)

FOR OFFICE USE ONLY

07/11/2001 LUMELLER 00000213 201112 78001154

01 FC:MA1
02 FC:MA2

40.00 CH
6250.00 CH

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

RECORDED: 03/01/2006

TRADEMARK
REEL: 003256 FRAME: 0205