

FORM PTO-1618A
Expires 06/30/99
OMB 0651-0027

12-11-2000

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



101546202

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 # 101443897
- Correction of PTO Error
Reel # _____ Frame # _____
- Corrective Document
Reel # _____ Frame # _____

Conveyance Type

- Assignment License
- Security Agreement Nunc Pro Tunc Assignment
Effective Date
Month Day Year
12/16/99
- Merger
- Change of Name
- Other _____

Conveying Party

Mark if additional names of conveying parties attached

Execution Date
Month Day Year

Name Hearsst Communications, Inc.

12/16/99

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 Sports Afield, Inc.

DBA/JAKA/TA S. A. Acquisition Corp.

Composed of _____

Address (line 1) 11650 Riverside Drive

Address (line 2) _____

Address (line 3) North Hollywood

CA

91602

City

State/Country

Zip Code

- Individual General Partnership Limited Partnership 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.)
- Corporation Association
- Other _____
- Citizenship/State of Incorporation/Organization a California corporation

FOR OFFICE USE ONLY

1315E

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: 2194 FRAME: 0552

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Expires 06/30/99
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Page 2

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

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" value="75635008"/>	<input type="text" value="75456701"/>	<input type="text" value="75180785"/>	<input type="text" value="1787947"/>	<input type="text" value="1933987"/>	<input type="text" value="2131081"/>
<input type="text" value="75165702"/>	<input type="text" value="75109396"/>	<input type="text" value="75031680"/>	<input type="text" value="1829480"/>	<input type="text" value="2055944"/>	<input type="text" value="1815421"/>
<input type="text" value="74401248"/>	<input type="text" value="74470355"/>	<input type="text" value="74498660"/>	<input type="text" value="1841871"/>	<input type="text" value="1934362"/>	<input type="text" value="1096745"/>

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.

Warren J. Kessler

11/8/00

Name of Person Signing

Signature

Date Signed

RECORDATION FORM COVER SHEET CONTINUATION TRADEMARKS ONLY

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

FORM PTO-1618C
Expires 06/30/99
OMB 0651-0027

Conveying Party

Enter Additional Conveying Party

Mark if additional names of conveying parties attached

Execution Date
Month Day Year

Name

Formerly

Individual General Partnership Limited Partnership Corporation Association

Other

Citizenship State of Incorporation/Organization

Receiving Party

Enter Additional 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

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 the Assignment.)

Corporation Association

Other

Citizenship/State of Incorporation/Organization

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)

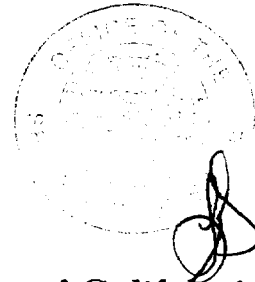
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Registration Number(s)

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SECRETARY OF STATE



I, *BILL JONES*, Secretary of State of the State of California, hereby certify:

That the attached transcript of 1 page(s) has been compared with the record on file in this office, of which it purports to be a copy, and that it is full, true and correct.

IN WITNESS WHEREOF, I execute this certificate and affix the Great Seal of the State of California this day of



DEC 28 1999

Bill Jones

Secretary of State

ENDORSED - FILED
in the office of the Secretary of State
of the State of California

**CERTIFICATE OF AMENDMENT
OF
ARTICLES OF INCORPORATION**

DEC 17 1999

BILL JONES, Secretary of State

ROBERT E. PETERSEN and PHILIP E. TRIMBACH certify that:

1. They are Chairman of the Board and Secretary, respectively, of S. A. Acquisition Corp., a California corporation.

2. Article I of the Articles of Incorporation of this corporation is amended to read as follows:

"The name of the corporation is
SPORTS AFIELD"

3. The foregoing Amendment of Articles of Incorporation has been duly approved by the Board of Directors.

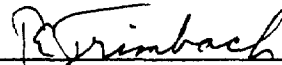
4. The foregoing Amendment of Articles of Incorporation has been duly approved by the required vote of shareholders in accordance with Section 902 of the Corporations Code. The total number of outstanding shares of the corporation is 10,000. The number of shares voting in favor of the amendment equaled or exceeded the vote required. The percentage vote required was more than 50%.

The undersigned further declares under penalty of perjury under the laws of the State of California that the matters set forth in this certificate are true and correct of his own knowledge.

Dated: DECEMBER 17, 1999



ROBERT E. PETERSEN,
Chairman of the Board



PHILIP E. TRIMBACH,
Secretary



A0539334

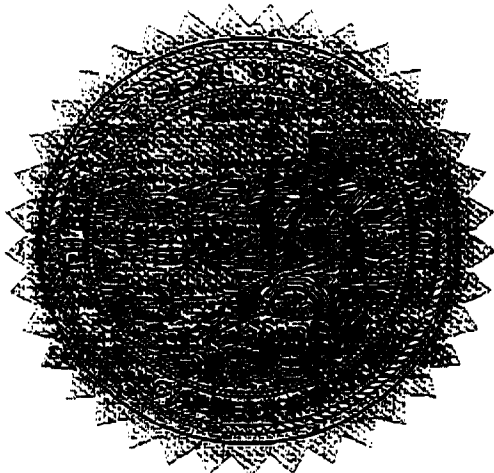


SECRETARY OF STATE

I, *BILL JONES*, Secretary of State of the State of California, hereby certify:

That the attached transcript of 1 page(s) has been compared with the record on file in this office, of which it purports to be a copy, and that it is full, true and correct.

IN WITNESS WHEREOF, I execute this certificate and affix the Great Seal of the State of California this day of



Bill Jones

Secretary of State

A0539334

CERTIFICATE OF AMENDMENT
OF
ARTICLES OF INCORPORATION

ENDORSED-FILED
IN THE OFFICE OF THE
SECRETARY OF STATE
OF THE STATE OF CALIFORNIA

FEB-9 2000

DILL JONES, SECRETARY OF STATE

ROBERT E. PETERSEN and PHILIP E. TRIMBACH certify that:

1. They are Chairman of the Board and Secretary, respectively, of Sports Afield, a California corporation.

2. Article I of the Articles of Incorporation of this corporation is amended to read as follows:

"The name of the corporation is
SPORTS AFIELD, INC."

3. The foregoing Amendment of Articles of Incorporation has been duly approved by the Board of Directors.

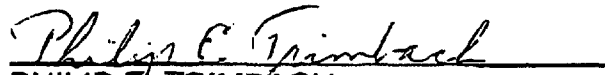
4. The foregoing Amendment of Articles of Incorporation has been duly approved by the required vote of shareholders in accordance with Section 902 of the Corporations Code. The total number of outstanding shares of the corporation is 1,000. The number of shares voting in favor of the amendment equaled or exceeded the vote required. The percentage vote required was more than 50%.

The undersigned further declares under penalty of perjury under the laws of the State of California that the matters set forth in this certificate are true and correct of their own knowledge.

Dated: January 25, 2000



ROBERT E. PETERSEN,
Chairman of the Board



PHILIP E. TRIMBACH,
Secretary



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