

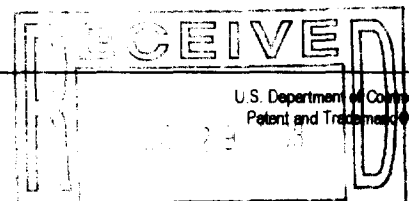
MWD

12-29-98

01-04-1999



100936099



U.S. Department of Commerce
Patent and Trademark Office

COVER SHEET
ONLY

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

<p>1. Name of conveying party(ies): Laufer Publishing Company</p> <p><input type="checkbox"/> Individual(s) <input type="checkbox"/> Association <input type="checkbox"/> General Partnership <input type="checkbox"/> Limited Partnership <input checked="" type="checkbox"/> Corporation-State California <input type="checkbox"/> Other _____</p> <p>Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>	<p>2. Name and Address of receiving party(ies)</p> <p>Name: PRIMEDIA Magazines Inc. Address: 200 Madison Avenue New York, New York 10016</p> <p>Individual(s) citizenship _____ Association _____ General Partnership _____ Limited Partnership _____ Corporation-State <u>Delaware</u> Other _____</p> <p>If assignee is not domiciled in the United States, a domestic representative designation is attached: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No (Designations must be a separate document from assignment) Additional name(s) & address(es) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>
<p>3. Nature of conveyance:</p> <p><input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name <input type="checkbox"/> Other _____</p> <p>Execution Date: <u>December 4, 1998</u></p>	

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

<p>A. Trademark Application No.(s) <u>75/451575</u> <u>75/451577</u> and <u>75/451576</u></p> <p>Additional numbers attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>	<p>B. Trademark Registration No.(s) <u>1775195</u></p> <p>Additional numbers attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>
---	--

<p>5. Name and address of party to whom correspondence concerning document should be mailed:</p> <p>Cowan, Liebowitz & Latman, P.C. 1133 Avenue of the Americas New York, NY 10036-6799</p> <p>David Sternbach, Esq.</p>	<p>6. Total number of applications and registrations involved: <u>4</u></p> <p>7. Total fee (37 CFR 3.41)..... \$ <u>115.00</u></p> <p><input checked="" type="checkbox"/> Enclosed</p> <p><input type="checkbox"/> Any deficiency is authorized to be charged to Deposit Account No. 03-3415.</p> <p>8. Deposit Account No. <u>03-3415</u></p> <p>(Attach duplicate copy of this page if paying by deposit account)</p>
--	--

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.

David Sternbach [Signature] December 28, 1998
Name of Person Signing Signature Date

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

Mail to: Commissioner of Patents & Trademarks, Box Assignments, Washington, D.C. 20231

12/31/1998 TTOM11 00000017 1775195

01 FC:481 40.00 DP

NMP/84/00001/902/208686.1FXM/FXM/00001/00/339755.1

TRADEMARK
REEL: 1834 FRAME: 0977

TRADEMARK ASSIGNMENT

TRADEMARK ASSIGNMENT, made as of December 4, 1998, between Laufer Publishing Company, a California corporation ("Assignor"), and PRIMEDIA Magazines Inc., a Delaware corporation ("Assignee").

WHEREAS, Assignor, with offices at 12711 Ventura Boulevard, Studio City, CA, 91604, has adopted, used, is using and is the owner of trademarks, service marks, trade names and trade dress listed on Schedule A attached hereto (collectively, the "Marks") and is the owner of the registrations and pending applications, if any, listed on Schedule A;

WHEREAS, Assignee, with offices at 200 Madison Avenue, New York, New York 10016, desires to acquire the Marks and the registrations and applications thereof; and

WHEREAS, Assignor and Assignee have entered into an Asset Purchase Agreement, dated as of even date herewith (the "Agreement"), pursuant to which Assignee is acquiring substantially all of the assets of *BB* and *BOP* magazines from the Assignor;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee, its successors and assigns, absolutely and forever, its entire right, title and interest, whether statutory or at common law, in and to these Marks throughout the world, together with the goodwill of the business symbolized by them, and all registrations and pending applications therefor, including but not limited to 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 (without the expenditure of funds) as may be necessary and proper to vest full title in and to the Marks in the Assignee.

IN WITNESS WHEREOF, the Assignor has executed this Trademark Assignment as of the date first written above.

LAUFER PUBLISHING COMPANY

By: *Scott Laufer*
Name: SCOTT LAUFER
Title: PRESIDENT

PRIMEDIA MAGAZINES INC.

By: _____
Name:
Title:

CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

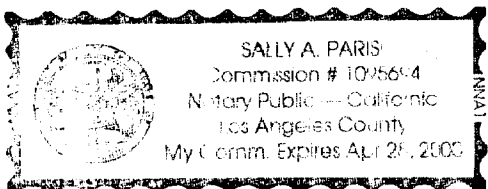
State of California

County of Los Angeles

On December 4, 1998 before me, Sally A. Parisi
Date Name and Title of Officer (e.g., "Jane Doe, Notary Public")

personally appeared Scott Lauter
Name(s) of Signer(s)

personally known to me -- OR -- proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.



WITNESS my hand and official seal.

Sally A. Parisi
Signature of Notary Public

OPTIONAL

Though the information below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent removal and reattachment of this form to another document.

Description of Attached Document

Title or Type of Document: Trademark Assignment

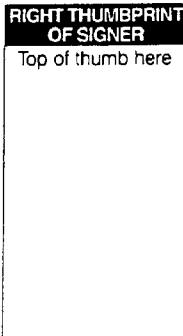
Document Date: _____ Number of Pages: _____

Signer(s) Other Than Named Above: _____

Capacity(ies) Claimed by Signer(s)

Signer's Name: _____

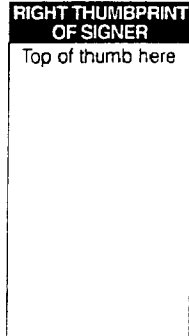
- Individual
- Corporate Officer
Title(s): _____
- Partner — Limited General
- Attorney-in-Fact
- Trustee
- Guardian or Conservator
- Other: _____



Signer Is Representing:

Signer's Name: _____

- Individual
- Corporate Officer
Title(s): _____
- Partner — Limited General
- Attorney-in-Fact
- Trustee
- Guardian or Conservator
- Other: _____



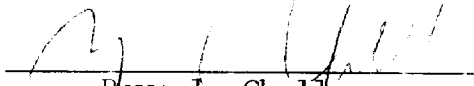
Signer Is Representing:

IN WITNESS WHEREOF, the Assignor has executed this Trademark Assignment as of the date first written above.

LAUFER PUBLISHING COMPANY

By: _____
Name:
Title:

PRIMEDIA MAGAZINES INC.

By: 
Name: Beverly Chell
Title: Secretary

TRADEMARKS OWNED BY
LAUFER PUBLISHING COMPANY

I. Applications for Registration

MARK	SERIAL NO.	FILING DATE	CLASSES
BOP (stylized)	75/451,575	3/9/98	16,2,5,22,23,29,37,38,50
BB (stylized)	75/451,577	3/9/98	16,2,5,22,23,29,37,38,50
BOP TV	75/451,576	3/9/98	41,100,101,107

II. Registered Marks

MARK	SERIAL NO.	FILING DATE	CLASSES	REG. NO.	REG. DATE
Teen News and Design	74-313,036	9/11/92	16,38	1,775,195	6/8/93