

TRADEMARK ASSIGNMENT

WHEREAS, Fleet Street Publishing Corporation, a Maryland corporation having its place of business located at c/o Ami Shinitzky, 13334 Polo Club Road - Unit 242, Wellington, Florida 33414, ("Assignor"), is the owner of certain registered trademarks, trade names, service marks and logos, including, but not limited to those listed and described on Exhibit A attached hereto (along with the goodwill associated with each of the foregoing collectively, the "Marks"); and

WHEREAS, PRIMEDIA Magazines Inc., a Delaware corporation, having its place of business at 717 Fifth Avenue, New York, New York 10022 ("Assignee") desires to acquire Assignor's entire right, title and interest in and to the Marks.

WHEREAS, Assignor and Assignee have entered into an Asset Purchase Agreement, dated as of even date herewith (the "Agreement"), pursuant to which Assignor has agreed to sell and Assignee has agreed to purchase certain of the assets of Assignor, and Assignee has agreed to assume certain of the liabilities of Assignor, in each case relating to the Business (as defined in the Agreement).

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign and transfer unto Assignee, its legal successors and permitted assigns all right, title and interest, whether statutory, registered or at common law, in and to the Marks, throughout the world, and any renewals or extensions thereof, and 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.

In the event of any conflict or inconsistency between the terms, provisions and conditions of this Trademark Assignment and the Agreement, the terms, provisions and conditions of the Agreement shall govern.

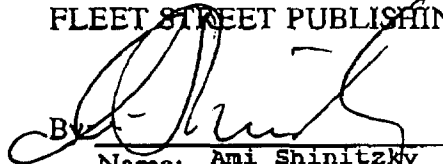
Assignor agrees to execute any further papers and to do such other acts as may be necessary and proper to vest all right, title and interest in and to the Marks in Assignee.

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This Trademark Assignment shall be governed by, and construed in accordance with, the laws of the State of New York (without regard to conflicts of law principles for such state).

IN WITNESS WHEREOF, Assignor has caused these presents to be duly executed in a manner appropriate thereto as of the 4th day of June, 1998.

FLEET STREET PUBLISHING CORPORATION

By 
Name: Ami Shinitzky
Title: President

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TRADEMARK
REEL: 002285 FRAME: 0797

EXHIBIT A

<u>Trademark</u>	<u>Registration No./ Serial No.</u>
Dressage Today ¹	1,907,322
Dressage Today	1,897,498
EQUUS	74-052,287
Equudata	1,202,922
Equudata	1,209,266
Equudata	1,202,991
Equudata	1,209,265
Equudata	1,227,106
EQUUS (Stylized)	1,205,041

Any and all rights to the trademarks, EQUUS, Horseplay, Dressage Today, and TTeam Up With Your Horse.

¹Dressage Publications, Inc. is the registered owner of the two trademarks for Dressage Today. Please confirm that Dressage Publications, Inc. was merged into Fleet Street Publishing Corporation.

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