

02-20-2002



101987472

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

1. Name of conveying party(ies):
Florida Media, Inc.

1-30-02

Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State
 Other Florida

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)
Name: Southern Living, Inc.
Internal Address:
Address:

Street Address: 2100 Lakeshore Drive
City: Birmingham State: AL Zip: 35209

Individual(s) citizenship
 Association
 General Partnership
 Limited Partnership
 Corporation-State Delaware
 Other

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)
Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other

Execution Date:

4. Application number(s) or registration number(s):
A. Trademark Application No.(s)
B. Trademark Registration No.(s) 2165628

Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
Name: Sally S. Reilly
Internal Address:
Street Address: 2100 Lakeshore Drive
City: Birmingham State: AL Zip: 35209

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41) \$ 40.00
 Enclosed
 Authorized to be charged to deposit account

8. Deposit account number: 501904
Date: JAN 30 2002

DO NOT USE THIS SPACE

9. Signature.
02/20/2002 AMWED1 00000066 501904 2165628
01 FC:481 Sally S. Reilly 40.00 CH
Name of Person Signing Sally S. Reilly Signature January 7, 2002 Date

Total number of pages including cover sheet, attachments, and document: 3

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patent & Trademarks, Box Assignments
Washington, D.C. 20231

TRADEMARK
REEL: 002445 FRAME: 0189

ASSIGNMENT OF TRADEMARK

Whereas Florida Media, Inc. ("Assignor"), of 102 Drennen Road, Suite C-5, Orlando, Florida 32806 has adopted, used, and is using a mark which is registered in the United States Patent and Trademark Office, Registration No. 2165628, dated June 16, 1998; and

Whereas Southern Living, Inc., ("Assignee"), of 2100 Lakeshore Drive, Birmingham, Alabama 35209, is desirous of acquiring said mark and the registration thereof.

Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor assigns to Assignee all right, title, and interest in and to the said mark, together with the good will of the business symbolized by the mark, and the above identified registration thereof.

Dated as of this 13 day of April, 2001.

Florida Media, Inc.

By: A. Dyl Ct

Title: President

STATE OF Florida)
COUNTY OF Orange)

Subscribed and sworn before me this 13 day of April, 2001.

Jeanne E. Taylor
Notary Public

My commission expires 10/15/01.

