

03-25-2002



ET

U.S. Department of Commerce
Patent and Trademark Office

102028971

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

1. Name of conveying party(ies):
 Internet Gift Registries Inc. **3-4-02**
 Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State COLORADO
 Other
 Additional name(s) of conveying party(ies) attached? Yes No

2. Name and Address of receiving party(ies)
 Name: PRIMEDIANet Inc.
 Address: 745 Fifth Avenue
 New York, New York 10151

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other
 Execution Date: November 26, 2001

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

OFFICE OF PUBLIC RECORDS
 2002 MAR -4 AM 11: 26
 FINANCE SECTION

4. Application number(s) or registration number(s): SEE SCHEDULE ATTACHED

A. Trademark Application No.(s) B. Trademark Registration No.(s)
 Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
 Cowan, Liebowitz & Latman, P.C.
 1133 Avenue of the Americas
 New York, NY 10036-6799

6. Total number of applications and registrations involved:
 Two (2)

7. Total fee (37 CFR 3.41)..... \$ 65.00
 Enclosed
 Any deficiency is authorized to be charged to
 Deposit Account No. 03-3415.

8. Deposit Account No. 03-3415
 (Attach duplicate copy of this page if paying by deposit account)

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.

SUJATA CHAUDHRI
 Name of Person Signing

Sujata
 Signature

03/04/2002
 Date

Total number of pages including cover sheet, attachments, and document: 4

Mail to: U.S. Patent and Trademark Office, Office of Public Records, Crystal Gateway 4, Room 335, Washington, DC 20231

03/22/2002 DBYRNE 00000197 2167748

01 FC:481
02 FC:482

40.00 OP
25.00 OP

SZC/BEM/18016/16/510937.1

TRADEMARK
REEL: 002467 FRAME: 0367

EXHIBIT A

<u>Trademark</u>	<u>Registration No./Serial No.</u>	<u>Date of First Use</u>
UnGROOM'd	2,167,748	2/14/1997
MarryingMan.com	Pending/76-024482	3/14/2000

TRADEMARK ASSIGNMENT

WHEREAS, Internet Gift Registries, Inc. a Delaware corporation ("Assignor"), is the owner of certain registered and pending trademarks, trade names, service marks and logos relating to the Business (as defined in the Agreement), 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");

WHEREAS, PRIMEDIA Net Inc., a Delaware corporation ("Assignee") desires to acquire Assignor's entire right, title and interest in and to the Marks; and

WHEREAS, Assignor and Assignee have entered into an Asset Purchase Agreement 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.

This instrument shall be governed by the laws of the state of New York (without regard to conflicts of laws principles).

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.

IN WITNESS WHEREOF, Assignor has caused these presents to be duly executed in a manner appropriate thereto this 26th day of November, 2001.

Internet Gift Registries, Inc.

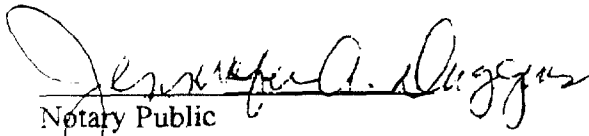
By: Carly N Eveson
Name: Carly N Eveson
Title: President + CEO

STATE OF New York)

ss.:

COUNTY OF BRONX)

On the 26th day of November 2001, before me personally came Carolyn Anderson to me known, who being by me duly sworn, did depose and say that she is President of Internet Gift registries, Inc., the corporation described in and which executed the foregoing instrument, and that he had the authority to sign his name hereto on behalf of the corporation.


Notary Public

JENNIFER A. DUGGINS
NOTARY PUBLIC, State of New York
No. 01DU046821
Qualified in Bronx County
Commission Expires August 21, 2002