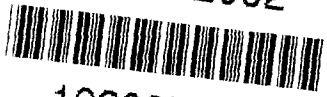


4/30/02

05-10-2002



U.S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

Form PTO-1594
(Rev. 03/01)
OMB No. 0651-0027 (exp. 5/31/2002)
Tab settings: [arrows]

102085549

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

1. Name of conveying party(ies):
Primedia Magazines Inc.

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

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

2. Name and address of receiving party(ies)
Name: Advance Magazine Publishers Inc.
Internal Address: _____
Street Address: Four Times Square
City: New York State: NY Zip: 10036

Individual(s) citizenship _____
 Association _____
 General Partnership _____
 Limited Partnership _____
 Corporation-State New York
 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: February 28, 2002

4. Application number(s) or registration number(s)
 A. Trademark Application No. (s)
 B. Trademark Registration No. (s)
2252087

Additional number(s) attached Yes No

6. Total number of applications and registrations involved: 29

5. Name and address of party to whom correspondence concerning document should be mailed:
 Name: Eric E. Gisolfi
 Internal Address: Sabin Bermant & Gould LLP
 Street Address: Four Times Square
 City: New York State: NY Zip: 10036

7. Total fee (37 CFR 3.41) \$ 740
 Enclosed
 Authorized to be charged to deposit account

8. Deposit account number:
19-0004

(Attach duplicate copy of this page if paying by deposit account)

OFFICE OF PUBLIC RECORDS
2002 APR 30 AM 9:30
FINANCE SECTION

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.

Eric E. Gisolfi [Signature] April 12, 2002
 Name of Person Signing Signature Date

Total number of pages including cover sheet, attachments, and document: 39

05/09/2002 LNUELLER 00000282 190004 2252087
01 FC:481 40.00 CH

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

TRADEMARK
REEL: 002503 FRAME: 0039

TRADEMARK RECORDATION FORM COVER SHEET CONTINUATION

ADDITIONAL CONVEYING PARTY: Advance Magazine Publishers Inc.
Four Times Square
New York, NY 10036

ADDITIONAL RECEIVING PARTY: Advance Magazine Services Inc.
Box 395, 5520 Park Avenue
Trumbull, CT 06611-3426

TRADEMARKS

	MARK	APP/REG#	APP/REG DATE	STATUS	OWNER
1	ATLANTA BRIDE (United States)	Reg. No. 2252087 Class 16	Reg. Date 6/08/99	Registered	Primedia Magazines Inc.
2	ATLANTA WEDDINGS (United States)	Reg. No. 2037295 Class 16	Reg. Date 2/11/97	Registered	Primedia Magazines Inc.
3	ATLANTA WEDDINGS (STYLIZED) (United States)	Reg. No. 2018549 Class 16	Reg. Date 11/19/96	Registered	Primedia Magazines Inc.
4	BOSTON BRIDE (United States)	Reg. No. 2305023 Class 16	Reg. Date 12/28/99	Registered	Primedia Magazines Inc.
5	CHICAGO WEDDING (United States)	Reg. No. 2050789 Class 16	Reg. Date 4/8/97	Registered	Primedia Magazines Inc.
6	CHICAGO WEDDING (STYLIZED) (United States)	Reg. No. 2018548 Class 16	Reg. Date 11/19/96	Registered	Primedia Magazines Inc.
7	COLORADO BRIDE (United States)	Reg. No. 2437721 Class 16	Reg. Date 3/20/01	Registered	Primedia Magazines Inc.
8	CONNECTICUT WEDDING (United States)	Reg. No. 2430566 Class 16	Reg. Date 2/20/01	Registered	Primedia Magazines Inc.
9	DALLAS/FORT WORTH BRIDE (United States)	Reg. No. 2437719 Class 16	Reg. Date 3/20/01	Registered	Primedia Magazines Inc.
10	HOUSTON BRIDE (United States)	Reg. No. 2454282 Class 16	Reg. Date 5/22/01	Registered	Primedia Magazines Inc.
11	MARYLAND BRIDE (United States)	Reg. No. 2071606 Class 16	Reg. Date 6/17/97	Registered	Primedia Magazines Inc.
12	MARYLAND BRIDE (STYLIZED) (Unites States)	Reg. No. 2018545 Class 16	Reg. Date 11/19/96	Registered	Primedia Magazines Inc.
13	MICHIGAN BRIDE (United States)	Reg. No. 2301155 Class 16	Reg. Date 12/14/99	Registered	Primedia Magazines Inc.
14	MICHIGAN BRIDE (United States)	Reg. No. 2290733 Class 42	Reg. Date 11/2/99	Registered	Primedia Magazines Inc.
15	NEW JERSEY WEDDING (United States)	Reg. No. 2035826 Class 16	Reg. Date 2/4/97	Registered	Primedia Magazines Inc.
16	NEW JERSEY	Reg. No. 2018552	Reg. Date 11/19/96	Registered	Primedia

EXECUTION

	WEDDING (STYLIZED) (United States)	Class 16			Magazines Inc.
17	NEW YORK BRIDE (United States)	Reg. No. 2460579 Class 16, 42	Reg. Date 6/12/01	Registered	Primedia Magazines Inc.
18	NEW YORK WEDDING (United States)	Reg. No. 2035825 Class 16	Reg. Date 2/4/97	Registered	Primedia Magazines Inc.
19	NEW YORK WEDDING (STYLIZED) (United States)	Reg. No. 2018550 Class 16	Reg. Date 11/19/96	Registered	Primedia Magazines Inc.
20	NORTH CAROLINA BRIDE (United States)	Reg. No. 2443575 Class 16, 42	Reg. Date 4/10/01	Registered	Primedia Magazines Inc.
21	NORTH CAROLINA WEDDING (United States)	Reg. No. 2018544 Class 16	Reg. Date 11/19/96	Registered	Primedia Magazines Inc.
22	NORTH CAROLINA WEDDING (STYLIZED) (United States)	Reg. No. 2018551 Class 16	Reg. Date 11/19/96	Registered	Primedia Magazines Inc.
23	PHILADELPHIA WEDDINGS (United States)	Reg. No. 2121356 Class 16	Reg. Date 12/16/97	Registered	Primedia Magazines Inc.
24	SOUTH JERSEY WEDDINGS (United States)	Reg. No. 2448524 Class 16	Reg. Date 5/01/01	Registered	Primedia Magazines Inc.
25	SOUTHERN CALIFORNIA BRIDE (United States)	Reg. No. 2460580 Class 16, 42	Reg. Date 6/12/01	Registered	Primedia Magazines Inc.
26	SOUTHERN CALIFORNIA WEDDING (United States)	Reg. No. 2018538 Class 16	Reg. Date 11/19/96	Registered	Primedia Magazines Inc.
27	SOUTHERN CALIFORNIA WEDDING (STYLIZED) (United States)	Reg. No. 2018547 Class 16	Reg. Date 11/19/96	Registered	Primedia Magazines Inc.
28	WASHINGTON BRIDE (United States)	Reg. No. 2018537 Class 16	Reg. Date 11/19/96	Registered	Primedia Magazines Inc.
29	WASHINGTON BRIDE (STYLIZED) (United States)	Reg. No. 2018546 Class 16	Reg. Date 11/19/96	Registered	Primedia Magazines Inc.

TRADEMARK ASSIGNMENT

TRADEMARK ASSIGNMENT, made as of the 28th of February, 2002, between PRIMEDIA Magazines Inc., a Delaware corporation ("Assignor"), and ADVANCE MAGAZINE PUBLISHERS INC., a New York corporation ("Assignee").

WHEREAS, Assignor, with offices at C/O PRIMEDIA Inc., 745 5th Avenue, New York, NY 10151, 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 4 Times Square, New York, NY 10036, desires to acquire any and all rights that Assignor may have in and to the Marks and the registrations and applications thereof together with the goodwill of the business in connection with which Marks are used; and

WHEREAS, Assignor and Assignee have executed an Asset Purchase Agreement dated January 14, 2002 (the "Agreement"), pursuant to which Assignee is acquiring the Assets primarily related to the Businesses (as such terms are defined in the Agreement) 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 therefore, 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.

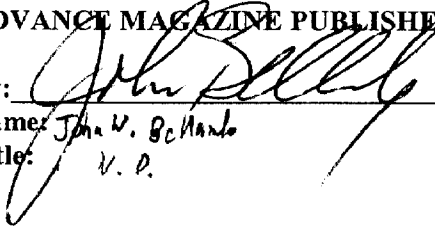
Assignor agrees to execute any further papers and to do such other acts (without the expenditure of funds) as may be necessary and proper to vest full rights, title and interest in and to the Marks in the Assignee.

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

PRIMEDIA Magazines Inc.


By: _____
Name: Christopher A. Fraser
Title: Vice President

ADVANCE MAGAZINE PUBLISHERS INC.

By: 
Name: John W. DeHardo
Title: V. P.

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

PRIMEDIA Magazines Inc

By: 

Name: Christopher A. Fraser

Title: Vice President

ADVANCE MAGAZINE PUBLISHERS INC.

By: _____

Name:

Title:

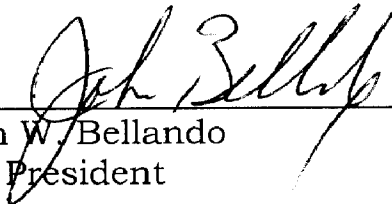
ASSIGNMENT

WHEREAS, Advance Magazine Publishers Inc. ("AMPI"), a New York corporation located at Four Times Square, New York, New York 10036, acquired the trademark registrations listed on the schedule attached hereto, and is the owner of said marks and the registrations therefore, and

WHEREAS, Advance Magazine Services Inc. ("AMSI"), a Delaware Corporation located at Box 395, 5520 Park Avenue, Trumbull, CT 06611-3426, is desirous of acquiring said marks and the registrations therefore;

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, effective February 28, 2002, AMPI does hereby sell, assign, transfer and set over unto AMSI all right, title and interest in and to the marks listed on the schedule attached hereto, together with the goodwill symbolized by said marks and the registrations therefore.

ADVANCE MAGAZINE PUBLISHERS INC.



John W. Bellando
Vice President