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REI



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

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

1. Name of conveying party(ies):  
Craftways Corporation

07/12/02

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

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

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: 6-28-02

2. Name and address of receiving party(ies)

Name: Meredith Corporation

Internal Address:

Street Address: 1716 Locust Street

City: Des Moines State: IA Zip: 50309

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State of Iowa
- 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

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

#2,001,190

Additional number(s) attached  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Kathy J. McKnight, Esq.

Internal Address: Shaw Pittman

Street Address: 2300 N Street, NW

City: Washington State DC Zip: 20037

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:

19-1565

(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.

Susan J. Aden, Esq.

Name of Person Signing

*Susan J. Aden* 7/1/02  
Signature Date

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

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

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TRADEMARK  
REEL: 002547 FRAME: 0390

ASSIGNMENT OF TRADEMARK

STATE OF IOWA )  
 ) SS  
COUNTY OF POLK )

WHEREAS, Craftways Corporation, ("Assignor"), a corporation duly organized and existing under the laws of the state of Iowa, with its principal place of business at 1716 Locust Street, Des Moines, IA 50309-3023, has adopted and is using in commerce the trademark CHRISTMAS FROM THE HEART which was registered in connection with "printed publications, namely books featuring general interest subject matter" on September 17, 1996, and given Registration Number 2,001,190; and

WHEREAS, Meredith Corporation, an Iowa Corporation, with its principal place of business located at 1716 Locust Street, Des Moines, IA 50309-3023 (hereinafter "Assignee"), is desirous of acquiring said mark and the registration associated therewith;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign and transfer unto Assignee all rights title and interest in and to the said mark, together with the goodwill of the business symbolized by the mark and the registration thereof, as well as the right to sue for past and present infringements thereof.

IN WITNESS WHEREOF, Assignor expressly intending to be legally bound thereby, has caused this Assignment to be duly executed this 28<sup>th</sup> day of June, 2002.

CRAFTWAYS CORPORATION

By: John S. Zieser  
John S. Zieser  
Title: Secretary

Subscribed and sworn to before me  
this 28<sup>th</sup> day of June, 2002.

Rebecca J. King  
Notary Public, My commission expires: 2-10-2003.

