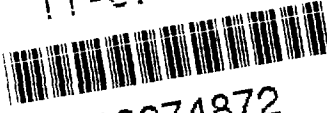


11-07-2002

Form PTO-1594 (Rev. 10/02) OMB No. 0651-0027 (exp. 6/30/2005) Tab settings



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): PRIMEDIA Magazine Finance Inc. 11-4-02
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: In New York, LLC
Internal Address:
Street Address: 725 Broad Street
City: Augusta State: GA Zip: 30901
Individual(s) citizenship
Association
General Partnership
Limited Partnership
Corporation-State
Other Georgia limited liability company
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: 10/23/2002

4. Application number(s) or registration number(s):
A. Trademark Application No.(s)
B. Trademark Registration No.(s) 2,569,702
Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
Name: Timothy E. Moses
Internal Address: Hull, Towill, Norman, Barrett & Salley
Street Address: P.O. Box 1564
City: Augusta State: GA Zip: 30903-1564

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:

DO NOT USE THIS SPACE

9. Signature: Timothy E. Moses
Name of Person Signing Signature Date

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

11/07/2002 LNUELLER 00000065 2569702 01 FC:0521 (40.00 DP)

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

TRADEMARK REEL: 002611 FRAME: 0909

TRADEMARK ASSIGNMENT

TRADEMARK ASSIGNMENT, made as of October 23, 2002, between PRIMEDIA MAGAZINE FINANCE INC., a Delaware corporation ("Assignor"), and In New York LLC, a Georgia limited liability company ("Assignee").

WHEREAS, Assignor, has adopted, used, is using and is the owner of trademarks, service marks and trade names 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 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 relating to the Publication in connection with which Marks are used; and

WHEREAS, PRIMEDIA Inc., an affiliate of Assignor, and Best Read Guides LLC ("Purchaser") have executed a Purchase Agreement on the date hereof (the "Agreement"), pursuant to which Purchaser is acquiring from PRIMEDIA Inc. certain Membership Interests in the Assignee conditioned upon this Assignment being effective;

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 relating to Publication symbolized by them, and all registrations and pending applications therefor in the United States, 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.

All defined terms used herein shall have the meanings assigned to them in the Agreement.

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

PRIMEDIA MAGAZINE FINANCE INC.

By: _____
Name: *Beverly K. Bell*
Title: *Vice Chairman*

SCHEDULE A

<u>Mark</u>	<u>Class</u>	<u>Reg.#</u>	<u>Reg.Dt</u>
IN NEW YORK	16, 42	2,569,702	5/14/02