

02-07-2003

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

1. Name of conveying party(ies):

**SYL Communications**

*2. La US*

- Individual(s)
- Association
- General Partnership
- Limited Partnership
- Corporation-State (CA)
- Other \_\_\_\_\_

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

3. Nature of conveyance:

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

Execution Date: January 23, 2003

2. Name and address of receiving party(ies):

Name: Weider Publications, LLC

Internal Address: \_\_\_\_\_

Street Address: 21100 Erwin Street

City: Woodland Hills State: CA ZIP: 91367

- Individual(s) citizenship \_\_\_\_\_
- Association \_\_\_\_\_
- General Partnership \_\_\_\_\_
- Limited Partnership \_\_\_\_\_
- Corporation-State \_\_\_\_\_
- Other Delaware Limited Liability Company

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
(Designation 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)

78/186,761 ; 78/186,759 ; 78/187,143 ; 78/187,115 ; 78/187,104  
78/186,764 ; 78/186,768 ; 78/187,127 ; 78/187,078 ; 78/187,029  
78/187,095 ; 78/187,085 ; 78/186,770

B. Trademark Registration No.(s)

Additional number(s) attached?  Yes  No

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

Name: Robyn Rahbar, Esq.

Internal Address: Simpson Thacher & Bartlett

Street Address: 425 Lexington Avenue

City: New York State: NY ZIP: 10017

6. Total number of applications and registrations involved: 13

7. Total fee (37 CFR 3.41): ..... \$340.00

- Enclosed
- Authorized to be charged to ~~deposit account~~ credit card

8. Deposit account number:

(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.*

Robyn Rahbar, Esq.  
Name of Person Signing

*Robyn Rahbar*  
Signature

2/6/03  
Date

02/10/2003 DBYRME 00000005 78186761

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

01 FC:8521  
02 FC:8522

40.00 DP  
300.00 MBI

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

TRADEMARK  
REEL: 002666 FRAME: 0818

**TRADEMARK ASSIGNMENT**

This Trademark Assignment ("Assignment") is effective as of January 23, 2003 by and between SYL COMMUNICATIONS, a California corporation and wholly owned subsidiary of Weider Publications, Inc., located and doing business at 21100 Erwin Street, Woodland Hills, CA 91367, ("Assignor") and WEIDER PUBLICATIONS, LLC, a Delaware limited liability company, located and doing business at 21100 Erwin Street, Woodland Hills, CA 91367 ("Assignee");

WHEREAS, Assignor has adopted, used, is using, and owns the trademark applications listed in Schedule A attached hereto and incorporated herein by this reference, and all other rights appurtenant thereto, including, but not limited to, all common law rights, trade name rights, causes of action, and the right to recover for past infringement (collectively, the "Trademarks");

WHEREAS, Assignor has acquired goodwill associated with and symbolized by said Trademarks and has not abandoned the same;

WHEREAS, Assignee is desirous of acquiring all rights, title, and interest in and to the Trademarks; and


WHEREAS, Assignor is willing to assign to Assignee all rights, title, and interest as Assignor may possess in and to the Trademarks;

NOW, THEREFORE, for good and adequate consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns and sells to Assignee all rights, title, and interest as Assignor may possess in and to the Trademarks together with the goodwill symbolized by said Trademarks.

**ASSIGNOR:**

**SYL Communications, a California corporation**

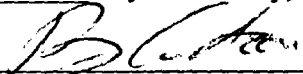
Executed this 23rd day of January, 2003.

By:   
Name: Bernard J. Cartoon  
Title: Authorized Person

**ASSIGNEE:**

**Weider Publications, LLC, a Delaware limited liability company**

Executed this 23rd day of January, 2003.

By:   
Name: Bernard Cartoon  
Title: Authorized Person

**SCHEDULE A**

**TRADEMARK APPLICATIONS**

<b>TRADEMARK APPLICATION</b>	<b>SERIAL NO.</b>	<b>FILING DATE</b>
SHAPE YOUR LIFE	78/186,761	11/20/2002
SHAPE YOUR LIFE	78/186,759	11/20/2002
SHAPE YOUR LIFE	78/187,143	11/20/2002
SHAPE YOUR LIFE	78/187,115	11/20/2002
SHAPE YOUR LIFE	78/187,104	11/20/2002
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SHAPE YOUR LIFE	78/187,029	11/20/2002
SHAPE YOUR LIFE	78/187,095	11/20/2002
SHAPE YOUR LIFE	78/187,085	11/20/2002
SHAPE YOUR LIFE	78/186,770	11/20/2002

SYL COMMUNICATIONS - U.S. TM APP.

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RECORDED: 02/06/2003

TRADEMARK  
REEL: 002666 FRAME: 0820