

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):

Weider Interactive Networks, Inc.

2-4-03

- Individual(s)
- General Partnership
- Corporation-State (DE)
- 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: 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)

78/131,924 ; 76/363,112 ; 76/358,799 ; 76/358,875 ; 76/358,876

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:

5

7. Total fee (37 CFR 3.41): \$140.00

- 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 DBYRNE 00000006 78131924

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

01 FC:8521  
02 FC:8522

40.00 DP  
100.00 DP

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: 0857

## **TRADEMARK ASSIGNMENT**

This Trademark Assignment ("Assignment") is effective as of January 23, 2003 by and between WEIDER INTERACTIVE NETWORKS, INC., a Delaware corporation, 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 trademarks and 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:**

**Weider Interactive Networks, Inc., a Delaware corporation**

Executed this 23rd day of January, 2003.

By: \_\_\_\_\_

  
Name: J. Russell Denson

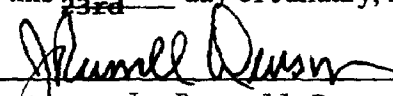
Title: President

**ASSIGNEE:**

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

Executed this 23rd day of January, 2003.

By: \_\_\_\_\_

  
Name: J. Russell Denson

Title: Chief Executive Officer

**SCHEDULE A**

**TRADEMARK APPLICATIONS**

<b>TRADEMARK</b>	<b>CLASSES</b>	<b>SERIAL NO.</b>	<b>FILING DATE</b>
ISHAPE	41, 44	78/131,924	1/29/2002
OPTIMIZE	44	76/363,112	1/25/2002
OPTIMIZE FITNESS SYSTEMS	44	76/358,799	1/14/2002
OPTIMIZE PERSONAL FITNESS SYSTEM	44	76/358,875	1/14/2002
OPTIMIZE PERSONAL WEIGHT MANAGEMENT SYSTEMS	44	76/358,876	1/14/2002

WIN - U.S. TRADEMARKS

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**TRADEMARK**  
**REEL: 002666 FRAME: 0860**

SIMPSON THACHER & BARTLETT

425 LEXINGTON AVENUE  
NEW YORK, N.Y. 10017-3954  
(212) 455-2000

FACSIMILE: (212) 455-2502

DIRECT DIAL NUMBER

(212) 455-2254

E-MAIL ADDRESS

RRahbar@stblaw.com

VIA FEDERAL EXPRESS

February 6, 2003

Re: Recordation of Assignment

Commissioner of Patents and Trademarks  
U.S. Patent and Trademark Office  
Assignment Division  
1213 Jefferson Davis Hwy, 3<sup>rd</sup> Floor  
Arlington, VA 22202

Dear Madam or Sir:

Enclosed for recording please find an Assignment in favor of Weider Publications, LLC, covering 5 U.S. trademark applications.

Also completed and enclosed is form PTO-2038, authorizing credit card payment in the amount of \$140 to cover the filing fee. Please return confirmation of this filing to me at my firm's address as listed above.

Thank you for your consideration.

Respectfully submitted,

  
Robyn Rahbar

Enclosure

LONDON

HONG KONG

TOKYO

SINGAPORE

LOS ANGELES

PALO ALTO

RECORDED: 02/06/2003

TRADEMARK  
REEL: 002666 FRAME: 0861