

02-12-2003

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

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

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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): Primedia Magazine Finance, 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: 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 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

3. Nature of conveyance: Assignment Merger Security Agreement Change of Name Other Execution Date: 12/5/02

4. Application number(s) or registration number(s): A. Trademark Application No.(s) 76296653, 78145258, 75838634, 75927953 B. Trademark Registration No.(s) 1496741, 1908875, 2550825, 1729325 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: Mark Lerner Internal Address: Street Address: Satterlee Stephens Burke & Burke LLP 230 Park Avenue, Suite 1130 City: New York State: NY Zip: 10169

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

8. Deposit account number: 19-0145

DO NOT USE THIS SPACE

9. Signature: Mark Lerner, Esq. Name of Person Signing Signature Date: February 3, 2003 Total number of pages including cover sheet, attachments, and document: 14

FINANCE SECTION

02/11/2003 ECUOPER 00000246 76296653

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

01 FC:8521 02 FC:8522

40.00 OP 700.00 OP

TRADEMARK REEL: 002669 FRAME: 0226

RECORDATION FORM COVER SHEET
Continued

Application Nos.

Registration Nos.

76217384	1893287
76317613	1530835
75899753	1936296
76211350	1869541
76211351	1861500
76359648	2545407
	2488981
	2483713
	1976246
	2488982
	1819872
	1800338
	2564611
	2501114
	2532703

TRADEMARK ASSIGNMENT

TRADEMARK ASSIGNMENT, made as of December 5, 2002, between PRIMEDIA Magazine Finance, Inc., a Delaware corporation ("Assignor"), and Meredith Corporation, an Iowa corporation ("Assignee").

WHEREAS, Assignor, with offices at c/o PRIMEDIA Inc. 745 5th Avenue, New York, NY 10151, 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 1716 Locust St., Des Moines, IA 50309, 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 on November 1, 2002 (the "Purchase Agreement"), pursuant to which Assignee is acquiring the assets primarily related to the Businesses (as defined in the Purchase 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 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.

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

PRIMEDIA Magazine Finance, Inc.

By: 

Name: **Christopher A. Fraser**
Title: **Senior Vice President**

Meredith Corporation

By: _____

Name:

Title:

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

PRIMEDIA Magazine Finance, Inc.

By: _____

Name:

Title:

Meredith Corporation

By:  _____

Name: **John S. Zieser**

Title: **Vice President - General
Counsel and Secretary**

Schedule A

Please see attached and below:

All trademarks, service marks, trade names, trade dress, registrations, pending applications and related rights and interests required to be transferred to Assignee (other than any trademarks, service marks, trade names trade dress, registrations, pending applications and related rights and interests to be transferred to Assignee by PRIMEDIA Magazines, Inc.) pursuant to the terms of the Purchase Agreement.

<u>COUNTRY</u>	<u>MARK</u>	<u>APPLN. NO.</u>	<u>APPLN. DATE</u>	<u>REG. NO.</u>	<u>REG. DATE</u>	<u>STATUS</u>
Japan	BABY FAIRE (IN KATAKANA CHARACTERS)	2000-12523	2/15/01	4563481	4/26/02	REGISTERED

Rec. Owner: PRIMEDIA MAGAZINE FINANCE INC.

35: PLANNING, ORGANIZING, AND OPERATING TRADE FAIRS AND EXHIBITIONS

Philippines	FIRST YEAR OF LIFE	1-2001-0008109	10/26/01			FILED
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Rec. Owner: PRIMEDIA MAGAZINE FINANCE INC.

16: MAGAZINE FOR EXPECTANT PARENTS AND THE PARENTS OF YOUNG CHILDREN

Turkey	HAYATA ILK ADIM	2002/10290	5/2/02			FILED
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Rec. Owner: PRIMEDIA MAGAZINE FINANCE INC.

United States	AMERICAN BABY			1496741	7/19/88	REGISTERED
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Rec. Owner: PRIMEDIA MAGAZINE FINANCE INC.

16: MAGAZINE FOR EXPECTANT PARENTS AND PARENTS OF YOUNG CHILDREN

United States	AMERICAN BABY			1908875	8/1/95	REGISTERED
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Rec. Owner: PRIMEDIA MAGAZINE FINANCE INC.

41: ENTERTAINMENT SERVICES IN THE NATURE OF A NEWS AND INFORMATION TELEVISION PROGRAM

United States	AMERICAN BABY	75/901884	1/21/00	2550825	3/19/02	REGISTERED
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Rec. Owner: PRIMEDIA MAGAZINE FINANCE INC.

35: ONLINE RETAIL SERVICES, NAMELY, THE DISSEMINATION OF ADVERTISING AND PROMOTION OF GOODS AND SERVICES OF OTHERS BY MEANS OF AN ELECTRONIC MARKETPLACE ACCESSIBLE ON THE GLOBAL COMPUTER NETWORK

38: CHAT ROOM AND BULLETIN BOARD COMPUTER SERVICES, NAMELY, PROVIDING ON-LINE SERVICES FOR TRANSMISSION OF MESSAGES AND INTERACTION AMONG OTHER COMPUTER USERS CONCERNING TOPICS OF INTEREST TO PROSPECTIVE PARENTS AND PARENTS OF YOUNG CHILDREN

42: COMPUTER SERVICES, NAMELY, PROVIDING AN ON-LINE COMPUTER MAGAZINE DEVOTED TO PROSPECTIVE PARENTS AND PARENTS OF YOUNG CHILDREN VIA THE GLOBAL COMPUTER NETWORK

<u>COUNTRY</u>	<u>MARK</u>	<u>APPLN. NO.</u>	<u>APPLN. DATE</u>	<u>REG. NO.</u>	<u>REG. DATE</u>	<u>STATUS</u>
United States	AMERICAN BABY (STYLIZED)			1729325	11/3/92	REGISTERED

The logo for 'American baby' features the word 'American' in a small, sans-serif font above the word 'baby' in a large, bold, lowercase serif font.

Rec. Owner: PRIMEDIA MAGAZINE FINANCE INC.

16: MAGAZINE FOR EXPECTANT PARENTS AND PARENTS OF YOUNG CHILDREN

United States	AMERICAN BABY (STYLIZED)	76/296653	8/7/01	FILED
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The logo for 'American baby' features the word 'American' in a small, sans-serif font above the word 'baby' in a large, bold, lowercase serif font.

Rec. Owner: PRIMEDIA MAGAZINE FINANCE INC.

9: INFANT AND CHILD SAFETY PRODUCTS AND MONITORS
10: BABY BOTTLES AND PACIFIERS FOR BABIES
11: ROOM DECOR, LAMPS, LAMP SHADES
16: STATIONARY GOODS AND PAPER PARTY GOODS, DECALS
18: DIAPER BAGS
20: ROOM DECOR, WALL BORDERS, FURNITURE
24: BEDDING GOODS, LINENS, BATH LINENS
26: HAIR ACCESSORIES
27: WALL PAPER
28: INFANT RATTLES, TOYS

<u>COUNTRY</u>	<u>MARK</u>	<u>APPLN. NO.</u>	<u>APPLN. DATE</u>	<u>REG. NO.</u>	<u>REG. DATE</u>	<u>STATUS</u>
United States	AMERICAN BABY (STYLIZED)	78/145258	7/18/02			FILED



Rec. Owner: PRIMEDIA MAGAZINE FINANCE INC.

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- 3: BABY WIPES CASES, SOAP
 - 8: NAIL CLIPPERS, BABY SCISSORS
 - 9: VIDEOS
 - 10: NASAL ASPIRATORS, THERMOMETERS, FLOATING BATH THERMOMETERS
 - 11: VAPORIZERS
 - 16: BOOKS
 - 17: WATERPROOF LAP PADS
 - 20: NECK PILLOWS, HIGH CHAIR HELPERS, BUMPERS, CRIB MIRRORS, BIB CLIPS
 - 21: SNACK TRAYS FOR CAR SEATS, POTTY SEATS, COLD PACKS, TOOTHBRUSHES, BATH SPONGES, TUBS, SOFT SPOUT COVERS
 - 22: MESH CARRY ALLS FOR AUTO OR STROLLER, PACK N' PLAY NETTING, MESS MATS, QUICK CHANGING PADS, DUST RUFFLES
 - 26: HAIR BRUSHES, COMBS
 - 28: CAR ACTIVITY KITS

United States	AMERICAN BABY BASKET			1893287	5/9/95	REGISTERED
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Rec. Owner: PRIMEDIA MAGAZINE FINANCE INC.

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- 35: PROMOTING THE GOODS AND SERVICES OF OTHERS THROUGH THE DISTRIBUTION OF PRODUCT SAMPLES OF INTEREST TO PARENTS OF INFANTS OR EXPECTING PARENTS

United States	AMERICAN BABY THE FIRST YEAR OF LIFE			1530835	3/21/89	REGISTERED
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Rec. Owner: PRIMEDIA MAGAZINE FINANCE INC.

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- 16: MAGAZINE FOR EXPECTANT PARENTS AND THE PARENTS OF YOUNG CHILDREN

United States	AS YOUR BABY GROWS	74/395725	5/24/93	1936296	11/21/95	REGISTERED
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Rec. Owner: PRIMEDIA MAGAZINE FINANCE INC.

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- 16: MAGAZINE CONCERNING PREGNANCY
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<u>COUNTRY</u>	<u>MARK</u>	<u>APPLN. NO.</u>	<u>APPLN. DATE</u>	<u>REG. NO.</u>	<u>REG. DATE</u>	<u>STATUS</u>
United States	AS YOUR TODDLER GROWS	75/838634	11/2/99			FILED

Rec. Owner: PRIMEDIA MAGAZINE FINANCE INC.

16: MAGAZINES DEVOTED TO THE INTERESTS OF PARENTS OF YOUNG CHILDREN

United States	BABY FAIRE	75/927953	2/25/00			FILED
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Rec. Owner: PRIMEDIA MAGAZINE FINANCE INC.

35: ORGANIZING, ARRANGING AND CONDUCTING TRADE AND CONSUMER SHOWS FOR OTHERS IN THE FIELD OF PRODUCTS AND INFORMATION FOR EXPECTANT PARENTS AND PARENTS OF INFANTS AND YOUNG CHILDREN.

United States	BABY STAKES	76/217384	2/28/01			FILED
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Rec. Owner: PRIMEDIA MAGAZINE FINANCE INC.

42: ON-LINE MAGAZINE AND ON-LINE MAGAZINE SECTION PROVIDING INFORMATION AND PROMOTIONAL MATERIAL RELATING TO INFANTS AND TODDLERS

United States	CBE REPORTER	74/469720	12/15/93	1869541	12/27/94	REGISTERED
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Rec. Owner: PRIMEDIA MAGAZINE FINANCE INC.

16: NEWSLETTER FOR TEACHERS OF CHILD BIRTH AND BABY CARE CLASSES

United States	CRIB NOTES	74/424446	8/16/93	1861500	11/1/94	REGISTERED (Supplemental Register)
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Rec. Owner: PRIMEDIA MAGAZINE FINANCE INC.

16: SECTION OF A MONTHLY PUBLICATION CONCERNING INFORMATION OF INTEREST TO PARENTS OF CHILDREN

United States	EL PRIMER AÑO	76/057467	5/24/00	2545407	3/5/02	REGISTERED
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Rec. Owner: PRIMEDIA MAGAZINE FINANCE INC.

16: BILINGUAL SPANISH/ENGLISH MAGAZINES ABOUT THE CARE OF NEWBORN INFANTS AT HOME.

<u>COUNTRY</u>	<u>MARK</u>	<u>APPLN. NO.</u>	<u>APPLN. DATE</u>	<u>REG. NO.</u>	<u>REG. DATE</u>	<u>STATUS</u>
United States	ESPECIALLY FOR MOTHERS	76/317613	9/26/01			FILED

Rec. Owner: PRIMEDIA MAGAZINE FINANCE INC.

16: AN ENVELOPE CONTAINING MONEY SAVING COUPONS, CASH REFUND OFFERS, MAGAZINE SUBSCRIPTION OFFERS, LIFE INSURANCE OFFERS, BOOK CLUB OFFERS, PHOTO PROCESSING OFFERS, PERSONAL SERVICE OFFERS AND VARIOUS MERCHANDISE OFFERS WHICH IS MAILED TO WOMEN WITH YOUNG BABIES

United States	FIRST YEAR OF CARING	75/838632	11/2/99	2488981	9/11/01	REGISTERED
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Rec. Owner: PRIMEDIA MAGAZINE FINANCE INC.

16: MAGAZINES DEVOTED TO THE INTERESTS OF PARENTS OF YOUNG CHILDREN

United States	FIRST YEAR OF LEARNING	75/912462	2/4/00	2483713	8/28/01	REGISTERED
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Rec. Owner: PRIMEDIA MAGAZINE FINANCE INC.

16: MAGAZINE FOR NEW PARENTS.

United States	FIRST YEAR OF LIFE	74/649540	3/21/95	1976246	5/28/96	REGISTERED
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Rec. Owner: PRIMEDIA MAGAZINE FINANCE INC.

16: MAGAZINE FOR EXPECTANT PARENTS AND THE PARENTS OF YOUNG CHILDREN

United States	FIRST YEAR OF PARENTING	75/838633	11/2/99	2488982	9/11/02	REGISTERED
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Rec. Owner: PRIMEDIA MAGAZINE FINANCE INC.

16: MAGAZINES DEVOTED TO THE INTERESTS OF PARENTS OF YOUNG CHILDREN.

United States	HEALTHY KIDS	74/288217	6/25/92	1819872	2/8/94	REGISTERED
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Rec. Owner: PRIMEDIA MAGAZINE FINANCE INC.

16: MAGAZINE CONCERNING CHILDREN'S MEDICAL, NUTRITIONAL, BEHAVIORAL, AND DEVELOPMENTAL ISSUES

<u>COUNTRY</u>	<u>MARK</u>	<u>APPLN. NO.</u>	<u>APPLN. DATE</u>	<u>REG. NO.</u>	<u>REG. DATE</u>	<u>STATUS</u>
United States	HEALTHY KIDS	74/253550	3/9/92	1800338	10/19/93	REGISTERED (Supplemental Register)

Rec. Owner: PRIMEDIA MAGAZINE FINANCE INC.

41: ENTERTAINMENT SERVICES IN THE NATURE OF A NEWS AND INFORMATION TELEVISION PROGRAM

United States	HEALTHY KIDS	75/899753	1/21/00			FILED
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Rec. Owner: PRIMEDIA MAGAZINE FINANCE INC.

42: COMPUTER SERVICES, NAMELY, PROVIDING AN ON-LINE MAGAZINE DEVOTED TO CHILDREN'S HEALTH, BEHAVIOR, DEVELOPMENT, NUTRITION, AND MEDICINE

United States	LOVING YOUR BABY	76/211352	2/15/01	2564611	4/23/02	REGISTERED
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Rec. Owner: PRIMEDIA MAGAZINE FINANCE INC.

16: MAGAZINE CONCERNING PARENTING AND BABY-RELATED ISSUES

United States	LOVING YOUR CHILD	76/211350	2/15/01			FILED
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Rec. Owner: PRIMEDIA MAGAZINE FINANCE INC.

16: MAGAZINE CONCERNING PARENTING AND CHILD-RELATED ISSUES

United States	LOVING YOUR NEWBORN	76/211351	2/15/01			FILED
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Rec. Owner: PRIMEDIA MAGAZINE FINANCE INC.

16: MAGAZINE CONCERNING PARENTING AND BABY-RELATED ISSUES

United States	PRIMEROS 12 MESES	75/689239	4/23/99	2501114	10/23/01	REGISTERED
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Rec. Owner: PRIMEDIA MAGAZINE FINANCE INC.

16: PRINTED MATTER, NAMELY MAGAZINES AND NEWSLETTERS PRINTED IN SPANISH AND ENGLISH IN THE FIELD OF THE CARE OF NEWBORN INFANTS AT HOME

United States	WELCOME TO MOTHERHOOD	76/359648	1/16/02			FILED
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Rec. Owner: PRIMEDIA MAGAZINE FINANCE INC.

COUNTRY MARK APPLN. NO. APPLN. DATE REG. NO. REG. DATE STATUS

16: MAGAZINES

United States	YOUR BABY & YOU	75/785709	8/26/99	2532703	1/22/02	REGISTERED
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Rec. Owner: PRIMEDIA MAGAZINE FINANCE INC.

16: PRINTED MATERIAL, NAMELY, MAGAZINES IN THE FIELD OF INFANT CARE, HEALTH AND PARENTING
