

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
PRIMEDIA INC.		05/30/2003	CORPORATION: DELAWARE
PRIMEDIA SPECIALTY GROUP INC.		05/30/2003	CORPORATION: DELAWARE
PRIMEDIA MAGAZINE FINANCE INC.		05/30/2003	CORPORATION: DELAWARE
COVER CONCEPTS MARKETING SERVICES, LLC		05/30/2003	LIMITED LIABILITY COMPANY: DELAWARE

**RECEIVING PARTY DATA**

Name:	HEARST COMMUNICATIONS, INC.
Street Address:	959 Eighth Avenue
City:	New York
State/Country:	NEW YORK
Postal Code:	10019
Entity Type:	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 35**

Property Type	Number
Registration Number:	2102655
Registration Number:	2077016
Serial Number:	76975154
Serial Number:	76284735
Serial Number:	76281638
Serial Number:	76231590
Serial Number:	76294396
Serial Number:	76235890

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Registration Number:	2710101
Serial Number:	76336380
Serial Number:	76310950
Serial Number:	76975384
Serial Number:	76320450
Serial Number:	78209341
Serial Number:	78181319
Serial Number:	78150969
Serial Number:	76394540
Serial Number:	76387880
Serial Number:	76387276
Serial Number:	76386654
Serial Number:	76301407
Serial Number:	76278957
Serial Number:	76231589
Registration Number:	2281763
Serial Number:	75495033
Registration Number:	2635657
Registration Number:	2652125
Registration Number:	2693602
Registration Number:	2536950
Serial Number:	76235805
Registration Number:	0509391
Registration Number:	2382604
Registration Number:	1789697
Registration Number:	1009579
Serial Number:	75901889

**CORRESPONDENCE DATA**

Fax Number: (212)878-8375

*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

Phone: (212) 878-8000

Email: trademark.group@cliffordchance.com

Correspondent Name: Clifford Chance US LLP  
Address Line 1: 200 Park Avenue  
Address Line 4: New York, NEW YORK 10166

ATTORNEY DOCKET NUMBER: 5330/237

NAME OF SUBMITTER: Christine F. Benton

**Total Attachments: 12**

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**TRADEMARK ASSIGNMENT**

**TRADEMARK ASSIGNMENT**, made as of May 30, 2003, between PRIMEDIA Inc., a Delaware corporation ("PRIMEDIA"), PRIMEDIA Magazine Finance Inc., a Delaware corporation ("PMF"), PRIMEDIA Specialty Group Inc., a Delaware corporation ("PSG") and Cover Concepts Marketing Services, LLC, a Delaware limited liability company ("Cover Concepts"; and, together with PRIMEDIA, PMF and PSG, "Assignors") and Hearst Communications, Inc., a Delaware corporation ("Assignee").

**WHEREAS**, Assignors have adopted, used, are using and are the sole and exclusive owners of trademarks, service marks and trade names used solely in connection with the Businesses, including those listed on Schedule A attached hereto (collectively, the "Marks") and are the owners of the registrations and pending applications listed on Schedule A;


**WHEREAS**, Assignee desires to acquire any and all rights that Assignors 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**, Assignors and Assignee, among others, have executed an Asset Purchase Agreement dated as of April 23, 2003 (the "Agreement"), pursuant to which Assignee and its affiliates are acquiring certain assets from Assignors and their affiliates;

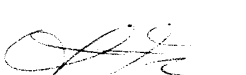
**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignors hereby sell, assign and transfer to Assignee, its successors and assigns, absolutely and forever, their entire right, title and interest, whether statutory or at common law, in and to the Marks throughout the world, together with the goodwill of the business symbolized by them, and all registrations and pending applications therefor, including but not limited to all causes of action and the right to bring any cause of action relating to any and all previously occurring acts involving the rights being assigned and the right to receive and retain the proceeds relating to those causes of action or the settlement of such causes of action. Assignors agree to execute any further papers and to do such other acts as may be necessary and proper to vest full rights, title and interest in and to the Marks in the Assignee.

**IN WITNESS WHEREOF**, Assignors and Assignee have executed this Trademark Assignment as of the date first written above.


PRIMEDIA Magazine Finance Inc.

By:   
Name: Christopher A Fraser  
Title: Senior Vice President


PRIMEDIA Specialty Group Inc.

By:   
Name: Christopher A Fraser  
Title: Senior Vice President

Cover Concepts Marketing Services, LLC

By:   
Name: Christopher A Fraser  
Title: Senior Vice President

PRIMEDIA Inc.

By:   
Name: Christopher A Fraser  
Title: Senior Vice President

STATE OF ) *New York*  
COUNTY OF ) *New York*

On *May 30*, 2003 before me, *Jason Thaler*, personally appeared *Chris Fraser*, personally known to me (or proved to me on the basis of satisfactory evidence) to be the persons whose names are subscribed to the within instrument and acknowledged to me that they executed the same in their authorized capacity, and that by their signature on the instrument the persons, or the entity upon behalf of which the persons acted, executed the instrument.

WITNESS my hand and official seal.

*Jason Thaler*  
Notary Public in and for said County and State

JASON S. THALER  
Notary Public, State of New York  
No. 02TH6062273  
Qualified in New York County  
Commission Expires August 06, 2005

Agreed to and Accepted by:

HEARST COMMUNICATIONS, INC.

By: *J. M. Asher*  
Name: *James M. Asher*  
Title: *Senior Vice President*

**SCHEDULE A**

**TRADEMARK SCHEDULE**  
Assignee - Hearst Communications, Inc.

Owner	Former Owner	Country	Trademark	Reg. No.	Reg. Date	Serial No.	Filing Date	Class	Status
COVER CONCEPTS MARKETING SERVICES LLC		US	COVER CONCEPTS	2,102,655	10/7/97	75-038,774	1/3/96	16	Registered
COVER CONCEPTS MARKETING SERVICES LLC		US	COVER CONCEPTS	2,077,016	7/8/97	75,038,773	1/3/96	35	Registered
PRIMEDIA Magazine Finance Inc.		US	17			76-975,154	3/27/01	42	Pending
PRIMEDIA Magazine Finance Inc.		US	17			76-284,735	7/13/01	3,6, 9, 14, 20, 21, 25, 28	Pending
PRIMEDIA Magazine Finance Inc.		US	17			76-281,638	7/3/01	41, 42	Pending
PRIMEDIA Magazine Finance Inc.		US	17			76-231,590	3/27/01	42	Filed
PRIMEDIA Magazine Finance Inc.		US	@17			76-294,396	8/2/01	35, 42	Pending
PRIMEDIA Magazine Finance Inc.		US	17 SCENE			76-235,890	4/5/01	9, 35	Pending
PRIMEDIA Magazine Finance Inc.		US	ONE SEVEN	2,710,101	4/22/03	76-975,164	9/10/01	41	Registered
PRIMEDIA Magazine Finance Inc.		US	ONE SEVEN			76-336,380	11/12/01	41	Pending
PRIMEDIA Magazine Finance Inc.		US	ONE SEVEN			76-310,950	9/10/01	41	Pending
PRIMEDIA Magazine Finance Inc.		US	ONE SEVEN (& Design)			76-975,384	10/2/01	42	Pending
PRIMEDIA Magazine Finance Inc.		US	ONE SEVEN (& Design)			76-320,450	10/2/01	42	Pending
PRIMEDIA Magazine Finance Inc.		US	SEVENTEEN			78-209,341	1/31/03	16	Pending
PRIMEDIA Magazine Finance Inc.		US	SEVENTEEN			78-181,319	11/4/02	25	Pending
PRIMEDIA Magazine Finance Inc.		US	SEVENTEEN			78-150,969	8/5/02	21	Pending

**TRADEMARK SCHEDULE**  
Assignee - Hearst Communications, Inc.

<u>Owner</u>	<u>Former Owner</u>	<u>Country</u>	<u>Trademark</u>	<u>Reg. No.</u>	<u>Req. Date</u>	<u>Serial No.</u>	<u>Filing Date</u>	<u>Class</u>	<u>Status</u>
PRIMEDIA Magazine Finance Inc.		US	SEVENTEEN			76-394,540	4/11/02	8	Pending
PRIMEDIA Magazine Finance Inc.		US	SEVENTEEN			76-387,880	3/26/02	6, 14, 16, 18, 20, 21, 22, 24, 27, 28	Pending
PRIMEDIA Magazine Finance Inc.		US	SEVENTEEN			76-387,276	3/26/02	9	Pending
PRIMEDIA Magazine Finance Inc.		US	SEVENTEEN			76-386,654	3/22/02	18	Pending
PRIMEDIA Magazine Finance Inc.		US	SEVENTEEN			76-301,407	8/17/01	3	Pending
PRIMEDIA Magazine Finance Inc.		US	SEVENTEEN			76-278,957	7/2/01	41, 42	Pending
PRIMEDIA Magazine Finance Inc.		US	SEVENTEEN			76-231,589	3/27/01	35	Pending
PRIMEDIA Magazine Finance Inc.		US	SEVENTEEN			75-901,889	1/21/00	35, 38	Pending
PRIMEDIA Magazine Finance Inc.		US	SEVENTEEN	2,281,763	9/28/99	75-582,680	11/4/98	42	Registered
PRIMEDIA Magazine Finance Inc.		US	SEVENTEEN			75-495,033	6/2/98	14	Pending
PRIMEDIA Magazine Finance Inc.		US	SEVENTEEN	2,635,657	10/15/02	75-494,999	6/2/98	9	Registered
PRIMEDIA Magazine Finance Inc.		US	SEVENTEEN	2,652,125	11/19/02	75-494,748	6/2/98	21	Registered
PRIMEDIA Magazine Finance Inc.		US	SEVENTEEN	2,693,602	3/4/03	75-494,742	6/2/98	25	Registered
PRIMEDIA Magazine Finance Inc.		US	SEVENTEEN	2,536,950	2/5/02	75-494,741	6/2/98	26	Registered
PRIMEDIA Magazine Finance Inc.		US	SEVENTEEN SCENE			76-235,805	4/5/01	9, 35	Pending
PRIMEDIA Magazine Finance Inc.		US	SEVENTEENS	509,391	5/3/49	71-541,867	11/20/47	25	Renewed
PRIMEDIA Magazine Finance Inc.		US	TEEN STAR AWARDS	2,382,604	9/5/00	75-663,087	3/18/99	41	Registered



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PRIMEDIA Specialty Group Inc.	Petersen Publishing Company LLC	US	GREAT MODEL SEARCH	1,789,697	8/24/93	74-272,640	5/5/92	41	Registered; Accepted &
PRIMEDIA Specialty Group Inc.	Petersen Publishing Company LLC	US	MISS TEENAGE AMERICA	1,009,579	4/29/75	73-020,461	5/2/74	35	Renewed
PRIMEDIA Specialty Group Inc.	Petersen Publishing Company LLC	US State - California	GREAT MODEL SEARCH	16,486	5/16/83			41, 42	Renewed

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Owner	Former Owner	Country	Trademark	Req. No.	Req. Date	Serial No.	Filing Date	Class	Status
PRIMEDIA Magazine Finance Inc.		Argentina	SEVENTEEN	1779709	3/17/00	2193339	12/17/98	16	Registered
PRIMEDIA Magazine Finance Inc.		Bolivia	SEVENTEEN	77234	2/18/00	86915	1/28/99	16	Registered
PRIMEDIA Magazine Finance Inc.		Brazil	SEVENTEEN			821280830	12/15/98	16	Filed
PRIMEDIA Magazine Finance Inc.		Canada	17			1111461	8/1/01	35, 41, 42	Pending-Default Notice Sent
PRIMEDIA Magazine Finance Inc.		Canada	@17			1111463	8/1/01	35, 41, 42	Advertised (Published)
PRIMEDIA Magazine Finance Inc.		Canada	SEVENTEEN			1111462	8/1/01	35, 41, 42	Advertised (Published)
PRIMEDIA Magazine Finance Inc.		Canada	SEVENTEEN			1108804	7/6/01	9, 38	Pending-Approved
PRIMEDIA Magazine Finance Inc.		Canada	SEVENTEEN			898147	12/2/98	9, 14, 16, 18, 20, 21, 24, 25, 26, 42	Allowed-Extension of Time
PRIMEDIA Magazine Finance Inc.	K III Magazine Finance	Canada	SEVENTEEN	TMA455,687	3/22/96	722767	2/17/93	16	Int'l Class 16 Registered
PRIMEDIA Magazine Finance Inc.		Chile	SEVENTEEN	553737	11/22/99	439585	1/29/99	16	Registered
PRIMEDIA Magazine Finance Inc.		Chile	SEVENTEEN	621241	2/5/02	530247	6/21/01	38	Registered
PRIMEDIA Magazine Finance Inc.		China (People's Republic of)	SEVENTEEN (Stylized)	1568574	5/14/01	2000038916	3/29/00	16	Registered
PRIMEDIA Magazine Finance Inc.		Colombia	SEVENTEEN	233159	9/30/99	99019993	4/6/99	16	Registered
PRIMEDIA Magazine Finance Inc.		Community Tmks	SEVENTEEN (Stylized)			2292308	7/6/01	9, 28, 38	Application Pending
PRIMEDIA Magazine Finance Inc.		Costa Rica	SEVENTEEN	122579	10/17/00	94931	3/31/00	16	Registered
PRIMEDIA Magazine Finance Inc.	PRIMEDIA Inc.	Czech Republic	SEVENTEEN	239977	1/25/02	152886	3/8/00	16	Registered

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PRIMEDIA Magazine Finance Inc.		Denmark	SEVENTEEN	2000 2883 VR	6/23/00	2000 1056 VA	3/9/00	16	Registering (Registration)
PRIMEDIA Magazine Finance Inc.		Dominican Republic	SEVENTEEN	104133	5/15/99	99006615	3/18/99	NA63	Registered
PRIMEDIA Magazine Finance Inc.		Ecuador	SEVENTEEN	2733-00	5/19/00	93692	1/27/99	16	Registered
PRIMEDIA Magazine Finance Inc.		El Salvador	SEVENTEEN	157Book135	7/12/01	793	2/3/99	16	Registered
PRIMEDIA Magazine Finance Inc.		Finland	SEVENTEEN	222607	12/31/01	200000774	3/8/00	16	Registered
PRIMEDIA Magazine Finance Inc.	K III Magazine Finance Corp.	Germany	SEVENTEEN (and Design)	2913626	3/25/97	K 59765	4/28/92	16	Eintragung (Registration)
PRIMEDIA Magazine Finance Inc.		Germany	SEVENTEEN (Stylized)	30219012	1/14/03	30219012 0	4/16/02	16, 41, 42	Eintragung (Registration)
PRIMEDIA Magazine Finance Inc.		Guatemala	SEVENTEEN	102869	2/18/00	99001550	2/25/99	16	Registered
PRIMEDIA Magazine Finance Inc.		Hungary	SEVENTEEN	165084	5/23/01	M0001315	3/8/00	16	Registered
PRIMEDIA Magazine Finance Inc.		India	SEVENTEEN			970290	11/14/00	16	Filed
PRIMEDIA Magazine Finance Inc.		Indonesia	SEVENTEEN	476479	5/15/01	D00 7989	4/24/00	16	Registered
PRIMEDIA Magazine Finance Inc.	K III Magazine Finance Corp.	Italy	SEVENTEEN (Stylized)	638643	12/21/94	RM92C002145	5/26/92	16	Renewed (Ser. No. 2892 2002 RM)
PRIMEDIA Magazine Finance Inc.		Malaysia	SEVENTEEN			2000-02777	3/10/00	16	Filed
PRIMEDIA Magazine Finance Inc.		Mexico	SEVENTEEN	658201	5/31/00	423218	4/28/00	16	Registered
PRIMEDIA Magazine Finance Inc.		Mexico	SEVENTEEN			591235	3/6/03	9	Filed
PRIMEDIA Magazine Finance Inc.		Nicaragua	SEVENTEEN	43008 C.C.	2/18/00	99-00948	4/5/99	16	Registered
PRIMEDIA Magazine Finance Inc.		Panama	SEVENTEEN	100328	7/10/00	100328	4/28/99	16	Registered
PRIMEDIA Magazine Finance Inc.		Paraguay	SEVENTEEN	220719	12/21/99	99001065	2/28/99	16	Registered

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PRIMEDIA Magazine Finance Inc.	PRIMEDIA	Peru	SEVENTEEN	55546	6/14/99	99078033	1999	16	Registered
PRIMEDIA Magazine Finance Inc.		Philippines	SEVENTEEN			4-1999-00402	1/20/99	16	Filed
PRIMEDIA Magazine Finance Inc.		Poland	SEVENTEEN			Z-215006	3/9/00	16	Filed
PRIMEDIA Magazine Finance Inc.		Portugal	SEVENTEEN	344729	9/28/01	344729	3/14/00	16	Registered
PRIMEDIA Magazine Finance Inc.		Russian Federation	SEVENTEEN	209329	3/5/02	2000705153	3/10/00	16	Registered
PRIMEDIA Magazine Finance Inc.		Spain	SEVENTEEN			2492310M9	7/25/02	41	Sollicitud (Application (pending))
PRIMEDIA Magazine Finance Inc.		Spain	SEVENTEEN			2492309M5	7/25/02	38	Sollicitud (Application (pending))
PRIMEDIA Magazine Finance Inc.		Switzerland	SEVENTEEN	476222	3/15/00	2000 3095	3/15/00	16	Registration
PRIMEDIA Magazine Finance Inc.		Switzerland	SEVENTEEN (Stylized)	488314	7/11/01	2001 6869	7/11/01	9, 28, 38	Registration
PRIMEDIA Magazine Finance Inc.	K III Magazine Finance Corp.	Taiwan	SEVENTEEN (Stylized)	640361	4/16/94	82039398	8/12/93	16	Registered
PRIMEDIA Magazine Finance Inc.	K III Magazine Finance	Thailand	SEVENTEEN (Stylized)	KOR14728	8/22/92	232751	8/22/92	16	Registered
PRIMEDIA Magazine Finance Inc.	K III Magazine Finance Corp.	Turkey	SEVENTEEN (Stylized)	143322	2/15/93	12704/93	2/15/93	16	Registered
PRIMEDIA Magazine Finance Inc.		Uruguay	SEVENTEEN	310181	10/4/99	310181	1/29/99	16	Registered
PRIMEDIA Magazine Finance Inc.		Venezuela	SEVENTEEN			1675/2001	2/2/01	42	Filed
PRIMEDIA Magazine Finance Inc.		Venezuela	SEVENTEEN			1676/2001	2/2/01	16	Filed
PRIMEDIA Magazine Finance Inc.		Vietnam	SEVENTEEN (New Stylized)			4-2002-02226	4/24/02	16	Filed
PRIMEDIA Specialty Group Inc.	eMap USA, Inc.	Argentina	TEEN			2312856	10/24/00	16	Filed
PRIMEDIA Specialty Group Inc.	eMap USA, Inc.	Argentina	TEEN (Stylized)			2312857	10/24/00	16	Filed

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Owner	Former Owner	Country	Trademark	Reg. No.	Reg. Date	Serial No.	Filing Date	Class	Status
PRIMEDIA Specialty Group Inc.	Petersen Publishing Company LLC	Argentina	TEEN SPORT (Stylized)	1759069	10/28/99	2165232	7/24/98	16	Registered
PRIMEDIA Specialty Group Inc.	Petersen Publishing Company LLC	Bolivia	TEEN EN ESPANOL	80408	1/8/00	10753	2/18/99	16	Registered
PRIMEDIA Specialty Group Inc.	Petersen Publishing Company LLC	Brazil	TEEN			820586242	2/20/98	16	Filed
PRIMEDIA Specialty Group Inc.	Petersen Publishing Company LLC	Brazil	TEEN (Stylized)			820586250	2/20/98	16	Filed
PRIMEDIA Specialty Group Inc.	Petersen Publishing Company LLC	Brazil	TEEN SPORT (Stylized)	820947920	7/17/01			16	Registered
PRIMEDIA Specialty Group Inc.	Petersen Publishing Company LLC	Chile	TEEN CHILE	597042	6/4/01	437149	1/6/99	16	Registered
PRIMEDIA Specialty Group Inc.	Petersen Publishing Company LLC	Chile	TEEN SPORT (Stylized)	530165	12/18/98	421462	7/23/98	16	Registered
PRIMEDIA Specialty Group Inc.	Petersen Publishing Company LLC	Chile	TEEN'S	629927 (was 385772)	4/15/92	196642	1/6/92	16	Registered
PRIMEDIA Specialty Group Inc.	Petersen Publishing Company LLC	China (People's)	TEEN SPORT	1337959	1999			16	Registered
PRIMEDIA Specialty Group Inc.	Petersen Publishing Company LLC	China (People's)	TEEN	1275464	5/21/99	9800012221	2/16/98	16	Registered
PRIMEDIA Specialty Group Inc.	Petersen Publishing Company LLC	China (People's)	TEEN (Stylized)	1275465	5/21/99	9800012222	2/16/98	16	Registered
PRIMEDIA Specialty Group Inc.	Petersen Publishing Company LLC	Colombia	TEEN COLOMBIA			99010354	2/19/99	16	Filed
PRIMEDIA Specialty Group Inc.	eMap USA, Inc.	Community Tmks	TEEN SPORT (Stylized)	882951	11/11/99	882951	7/21/98	16	Registration
PRIMEDIA Specialty Group Inc.	Petersen Publishing Company LLC	Costa Rica	TEEN EN ESPANOL	115280	8/17/99	2115-99	3/19/99	16	Registered
PRIMEDIA Specialty Group Inc.	eMap USA, Inc.	Denmark	TEEN	2000 900 VR	2/15/00	1998 740 VA	2/12/98	16	Registering (Registration)
PRIMEDIA Specialty Group Inc.	eMap USA, Inc.	Denmark	TEEN (Stylized)	2000 902 VR	2/15/00	1998 741 VA	2/12/98	16	Registering (Registration)
PRIMEDIA Specialty Group Inc.	eMap USA, Inc.	Denmark	TEENSPORT (Stylized)	2000 4512 VR	9/29/00	1998 3188 VA	7/23/98	16	Registering (Registration)

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Assignee - Hearst Communications, Inc.

<u>Owner</u>	<u>Former Owner</u>	<u>Country</u>	<u>Trademark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>	<u>Serial No.</u>	<u>Filing Date</u>	<u>Class</u>	<u>Status</u>
PRIMEDIA Specialty Group Inc.	Petersen Publishing Company LLC	Dominican Republic	TEEN EN ESPANOL	103807	4/30/99	7391	2/17/99	16	Registered
PRIMEDIA Specialty Group Inc.	eMap USA, Inc.	Ecuador	TEEN EN ESPANOL	2307-00	5/10/00	94057	2/10/99	16	Registered
PRIMEDIA Specialty Group Inc.	Petersen Publishing Company LLC	El Salvador	TEEN EN ESPANOL	00116	7/17/00	863/99	2/2/99	16	Registered
PRIMEDIA Specialty Group Inc.	Petersen Publishing Company LLC	Guatemala	TEEN EN ESPANOL	98035	9/23/99	2362-99	3/23/99	16	Registered
PRIMEDIA Specialty Group Inc.	Petersen Publishing Company LLC	Honduras	TEEN EN ESPANOL	2821	12/6/99	2340-99	2/18/99	16	Registered
PRIMEDIA Specialty Group Inc.	Petersen Publishing Company LLC	Japan	TEEN	4266833	4/23/99	H10-012078	2/16/98	16	Registered
PRIMEDIA Specialty Group Inc.	Petersen Publishing Company LLC	Japan	TEEN (Stylized)	4266834	4/23/99	H10-012079	2/16/98	16	Registered
PRIMEDIA Specialty Group Inc.	eMap USA, Inc.	Mexico	TEEN			322826	2/17/98	16	Filed
PRIMEDIA Specialty Group Inc.	eMap USA, Inc.	Mexico	TEEN (Stylized)			322827	2/17/98	16	Filed
PRIMEDIA Specialty Group Inc.	eMap USA, Inc.	Mexico	TEEN MEXICO			362511	2/3/99	16	Filed
PRIMEDIA Specialty Group Inc.	Petersen Publishing Company	Mexico	TEEN SPORT & Design	621,509		621509	2000	16	Registered
PRIMEDIA Specialty Group Inc.	Petersen Publishing Company LLC	Nicaragua	TEEN EN ESPANOL	43314CC	3/21/00	9900492	2/18/99	16	Registered
PRIMEDIA Specialty Group Inc.	Petersen Publishing Company LLC	Paraguay	TEEN EN ESPANOL			99/02704	1999	16	Filed
PRIMEDIA Specialty Group Inc.	Petersen Publishing Company LLC	Peru	TEEN PERU	056729	9/24/99	83479	4/29/99	16	Registered
PRIMEDIA Specialty Group Inc.	eMap USA, Inc.	Russian Federation	TEEN	188342	5/15/00	98702289	2/13/98	16	Registered
PRIMEDIA Specialty Group Inc.	eMap USA, Inc.	Russian Federation	TEEN (Stylized)	179364	9/2/99	98702288	2/13/98	16	Registered

**TRADEMARK SCHEDULE**  
Assignee - Hearst Communications, Inc.

<u>Owner</u>	<u>Former Owner</u>	<u>Country</u>	<u>Trademark</u>	<u>Req. No.</u>	<u>Reg. Date</u>	<u>Serial No.</u>	<u>Filing Date</u>	<u>Class</u>	<u>Status</u>
PRIMEDIA Specialty Group Inc.	eMap USA, Inc.	South Africa	TEEN	1998/01956	1/3/02	98/01956	2/12/98	16	Registered
PRIMEDIA Specialty Group Inc.	eMap USA, Inc.	South Africa	TEEN (Stylized)	1998/01957	2/12/98	98/01957	2/12/98	16	Registered
PRIMEDIA Specialty Group Inc.	eMap USA, Inc.	South Africa	TEEN SPORT (Stylized)	1998/12740	3/4/02	98/12740	7/21/98	16	Registered
PRIMEDIA Specialty Group Inc.	eMap USA, Inc.	Taiwan	TEEN	853908	6/1/99	87018345	4/21/98	16	Registered
PRIMEDIA Specialty Group Inc.	eMap USA, Inc.	Taiwan	TEEN (Stylized)	853957	6/1/99	87018346	4/21/98	16	Registered
PRIMEDIA Specialty Group Inc.	Petersen	Uruguay	TEEN EN ESPANOL	310628	10/19/99	310628	2/18/99	16	Registered
PRIMEDIA Specialty Group Inc.	eMap USA, Inc.	Venezuela	TEEN			2660-98	2/17/98	16	Pending
PRIMEDIA Specialty Group Inc.	Petersen Publishing Company LLC	Venezuela	TEEN (Stylized)			2658-98	2/17/98	16	Filed
PRIMEDIA Specialty Group Inc.	Petersen Publishing Company LLC	Venezuela	TEEN SPORT (Stylized)	P-212908	6/18/99	1998-013741	7/23/98	16	Registered
PRIMEDIA Specialty Group Inc.	Petersen Publishing Company LLC	Venezuela	TEEN VENEZUELA			1999-000728	1999	16	Pending

RECORDED: 06/23/2003

**TRADEMARK**  
REEL: 002672 FRAME: 0907