

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Sammler Kabinett Inc.		12/31/2003	CORPORATION: DELAWARE

RECEIVING PARTY DATA	
Name:	Time Life Inc.
Street Address:	2000 Duke Street
City:	Alexandria
State/Country:	VIRGINIA
Postal Code:	22314
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 1		
Property Type	Number	Word Mark
Registration Number:	2491820	THE VIETNAM EXPERIENCE

CORRESPONDENCE DATA	
Fax Number:	(212)258-3006
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	212-484-8962
Email:	bob.scherer@timewarner.com
Correspondent Name:	Robert T. Scherer
Address Line 1:	75 Rockefeller Plaza
Address Line 2:	24th Floor
Address Line 4:	New York, NEW YORK 10019

NAME OF SUBMITTER:	Robert T. Scherer
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Total Attachments: 2 source=Trademark Assignment#page1.tif source=Trademark Assignment#page2.tif

CH \$40.00 2491820

TRADEMARK ASSIGNMENT

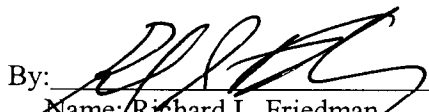
WHEREAS, SAMMLER KABINETT INC., a Delaware corporation, located at 2000 Duke Street, Alexandria, Virginia 22314, United States of America (hereinafter "Assignor"), is the owner of all right, title and interest in and to the trademark set forth on Schedule A hereto and of the recited registration therefor (hereinafter the "Trademark");

WHEREAS, TIME LIFE INC., a Delaware corporation, located at 2000 Duke Street, Alexandria, Virginia 22314, United States of America (hereinafter "Assignee"), is desirous of acquiring the Trademark; and

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor does hereby assign to the Assignee all right, title and interest in and to the Trademark, along with the goodwill of the business symbolized by and associated with the Trademark, that portion of the business to which the Trademark pertains, and all rights to proceeds from any claim that Assignor may have against third parties for past, present or future infringement of the Trademark.

This assignment is effective as of December 31, 2003.

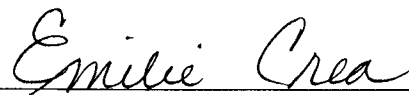
Sammler Kabinett Inc.

By: 
Name: Richard I. Friedman
Title: Assistant Secretary

State of New York :
:SS
County of New York :

On the 22nd day of January, 2004, before me, the undersigned, a Notary Public in and for said state, personally appeared Richard I. Friedman, personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the above instrument, and being by me duly sworn, did depose and say that he is the Assistant Secretary of Sammler Kabinett Inc. and acknowledged to me that he executed the same in his capacity, and that it was so fixed by Order of the Board of Directors of said entity and that he signed his name thereto by like order.

SEAL


Notary Public

EMILIE CREA
Notary Public, State of New York
No. 01CR-4805518
Qualified in Nassau County
Certificate on File in New York County
Commission Expires April 30, 2006

SCHEDULE A

<u>TRADEMARK</u>	<u>CLASS</u>	<u>REGISTRATION NO.</u>	<u>GRANTED</u>
THE VIETNAM EXPERIENCE	16	2,491,820	September 25, 2001