

09-24-2003



U.S. DEPARTMENT OF COMMERCE

102556855

Patent and Trademark Office

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

1. Name of conveying party(ies) **9-19-03**  
 Lifestyle Ventures, LLC

Individual                       Association  
 General Partnership         Limited Partnership  
 Corporation  
 Limited Liability Company – New York

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

2. Name and address of receiving party(ies):  
 Name: Lifestyle Media, Inc.  
 Internal Address:  
 Street Address: 2808 McKinney Avenue, Suite 838  
 City/State/Zip: Dallas, Texas 75204

Individual                       Association  
 General Partnership         Limited Partnership  
 Corporation – Delaware  
 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) and address(es) attached?  Yes  No

3. Nature of conveyance:  
 Assignment                       Merger  
 Security Agreement         Change of Name  
 Other:  
 Execution Date: September 4, 2003

4. Application number(s) or registration number(s):                       Mark if additional numbers attached

A. Trademark Application No.(s)                      B. Trademark Registration No.(s): See Attachment 1 to Recordation Form Cover Sheet

5. Name and address of party to whom correspondence concerning document should be mailed:  
 Name: Michael R. Schulman  
 Internal Address: Locke Liddell & Sapp, LLP  
 Street Address: 2200 Ross Avenue, Suite 2200  
 City: Dallas State: Texas Zip: 75201-6776

6. Total number of applications and registration involved: 15

7. Total fee (37 CFR 3.41)        \$ 390.00  
 Enclosed  
 Authorized to be charged to deposit account

8. Deposit Account Number: 12-1781  
 (Attach duplicate copy of this page if paying by deposit account)

09/23/2003 DBYRNE 00000018 2016049  
 01 FC:8521                      40.00 OP  
 02 FC:8522                      350.00 OP

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.*

Michael W. Dubner                                            September 19, 2003  
 Name of Person Signing                      Signature                      Date

Total number of pages including cover sheet, attachments and document 5:

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

**ATTACHMENT 1 TO RECORDATION FORM COVER SHEET**

<b>MARK</b>	<b>REG. NO.</b>
<b>AMERICAN CHEERLEADER</b>	2,016,049
<b>AMERICAN CHEERLEADER JUNIOR</b>	2,654,943
<b>DANCEDRILL</b>	2,188,641
<b>DANCE RETAILER NEWS</b>	2,718,228
<b>DANCE SPIRIT</b>	2,138,947
<b>DANCE TEACHER</b>	2,401,075
<b>DANCE TEACHER NOW</b>	2,297,823
<b>EUROPEAN DANCE NEWS</b>	76/483,690
<b>KICKOFF</b>	76/411,030
<b>PILATES LIFE</b>	76/543,444
<b>PILATES LIFE STYLE</b>	76/543,442
<b>PILATES STYLE</b>	76/543,443
<b>POINTE</b>	2,541,148
<b>THEATER-PAGES.COM</b>	2,494,150
<b>STAGE DIRECTIONS</b>	2,249,792

**TRADEMARK ASSIGNMENT  
(USPTO)**

**WHEREAS**, Lifestyle Ventures, LLC, a New York, limited liability company (hereinafter referred to as "Assignor"), owns the entire right, title and interest in and to the trademarks, trademark registrations and applications (hereinafter referred to collectively as "Trademarks") listed on the attached Exhibit 1, and

**WHEREAS**, Lifestyle Media, Inc., a Delaware corporation (hereinafter referred to as "Assignee"), is desirous of acquiring the entire right, title and interest in and to the said Trademarks;

**NOW, THEREFORE**, in consideration of the sum of one dollar (\$1.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby sell, assign and transfer unto Assignee, its successors and assigns, its entire right, title and interest in and to the Trademarks together with the goodwill symbolized by the Trademarks and the right to recover for past infringement as fully and entirely as the same would have been held by Assignor if this assignment and sale had not been made. Except as expressly warranted in the Asset Purchase Agreement of even date herewith between Assignor and Assignee, all Trademarks are assigned hereunder "as is" without any warranties, express or implied. Without limitation of the foregoing, Assignor specifically does not warrant that use of the Trademarks will enable Assignee to obtain increased revenues or that the use of the Trademarks will not cause any loss, damage, or injury to Assignee.

**[SIGNATURE PAGE FOLLOWS]**

IN WITNESS WHEREOF, Assignor has caused this instrument to be executed this 4 day of September, 2003, to be effective as of August 29, 2003.

LIFESTYLE VENTURES, LLC,  
a New York limited liability company

By: [Signature]

Name: Michael Weisheit

Title: CA Allman

On this \_\_\_\_ day of September, 2003, personally appeared \_\_\_\_\_, to me known and known to me to be \_\_\_\_\_ of Lifestyle Ventures, LLC, a New York limited liability company, the assignor above named, and acknowledged that he executed the foregoing trademark assignment on behalf of said assignor and pursuant to authority duly received.

(SEAL)

[Signature]  
Notary Public in and for State of \_\_\_\_\_,  
County of \_\_\_\_\_.

**GEROME PINKINS**  
**NOTARY PUBLIC, State of New York**  
**No. 02PI6091851**  
Qualified in Queens County  
Commission Expires May 5, 2007

My Commission expires: \_\_\_\_\_

EXHIBIT 1  
to  
Lifestyle Ventures, LLC Trademark Assignment (USPTO)

MARK	SERIAL NO./ FILING DATE	REG. NO./ REG. DATE	CLASS GOODS/SERVICES
AMERICAN CHEERLEADER	74/506,224 03/23/94	2,016,049 11/12/96	16 – Magazines in the field of cheerleading
AMERICAN CHEERLEADER JUNIOR	76/214,740 02/21/01	2,654,943 11/26/02	16 – Magazines in the field of cheerleading
DANCEDRILL	75/300708 05/30/97	2,188,641 09/08/98	16 – printed publications, namely magazines in the field of drill team activities.
DANCE RETAILER NEWS	76/342,157 11/27/01	2,718,228 05/20/03	16 – Magazines pertaining to the dance industry
DANCE SPIRIT	75/252,015 03/05/97	2,138,947 02/24/98	16 – Magazines in the field of dancing
DANCE TEACHER	75/613,889 12/30/98	2,401,075 10/31/00	16 – Magazines in the field of dance
DANCE TEACHER NOW	75/527,400 07/29/98	2,297,823 12/07/99	16 – Magazines in the field of dance
EUROPEAN DANCE NEWS	76/483,690 01/17/03		16 – Magazines pertaining to the dance industry
KICKOFF	76/411,030 05/23/02		16 – Magazines related to football for youths
PILATES STYLE	Filed 8/26/03		16 – Magazines in the field of Pilates
PILATES LIFESTYLE	Filed 8/26/03		16 – Magazines in the field of Pilates
PILATES LIFE	Filed 8/26/03		16 – Magazines in the field of Pilates
POINTE	75/764,113 07/28/99	2,541,148 02/19/02	16 – Magazines in the field of ballet and dance
THEATER-PAGES.COM	76/052,151 05/19/00	2,494,150 10/02/01	42 – Information in the field of theatrical equipment and suppliers and manufacturers of theatrical equipment provided via electronic and printed means and the global network
STAGE DIRECTIONS	75/527,404 07/29/98	2,249,792 06/01/99	16 – Magazines in the field of theater