

**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
Hoffman Media, Inc.		06/30/2004	CORPORATION: ALABAMA

RECEIVING PARTY DATA

Name:	Hoffman Media, LLC
Street Address:	1900 International Park Drive
Internal Address:	Suite 50
City:	Birmingham
State/Country:	ALABAMA
Postal Code:	35243
Entity Type:	limited liability company: DELAWARE

PROPERTY NUMBERS Total: 13

Property Type	Number	Word Mark
Registration Number:	1727585	JUST CROSSSTITCH
Registration Number:	2148897	JUST CROSSSTITCH
Registration Number:	2588905	SOUTHERN LADY
Registration Number:	2413624	SAMPLER & ANTIQUE NEEDLEWORK QUARTERLY
Serial Number:	76518007	SOUTHERN LADY PRESENTS TEATIME
Serial Number:	76518008	TEATIME
Serial Number:	78297672	SOUTHERN BABY
Serial Number:	78297720	RETIRE SOUTH
Serial Number:	78297729	SOUTHERN COOKIN'
Serial Number:	78297664	ELEGANT BABY
Serial Number:	78422836	SOUTHERN LADY PRESENTS SOUTHERN BABY
Serial Number:	78422847	SOUTHERN LADY PRESENTS SOUTHERN COOKIN'
Serial Number:	78422855	SOUTHERN LADY'S SOUTHERN COOKIN'

CORRESPONDENCE DATA

**900009694**

**TRADEMARK  
 REEL: 002882 FRAME: 0806**

OP \$340.00 1727585

Fax Number: (205)488-3707  
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NAME OF SUBMITTER:

David A. Larsen, Esq.

Total Attachments: 2

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ASSIGNMENT OF TRADEMARK AND SERVICE MARK REGISTRATIONS  
AND  
INTENT TO USE APPLICATIONS

THIS AGREEMENT, dated June 30, 2004, is by and between HOFFMAN MEDIA, INC., an Alabama corporation (the "Transferor"), and HOFFMAN MEDIA, LLC, a Delaware limited liability company (the "Transferee").

R E C I T A L S:

A. The Transferor is the owner of the following four (4) marks, which are registered with the United States Patent and Trademark Office: (1) JUST CROSSSTITCH (in stylized form), Registration No. 1727585, in Classification 16 for magazines concerning needlecraft; (2) JUST CROSSSTITCH (word mark), Registration No. 2148897, in Classification 16 for books, magazines, and leaflets containing information, instructions and patterns relating to needlecraft; (3) SOUTHERN LADY (word mark), Registration No. 2588905, in Classification No. 16 for magazines in the field of decorating, cooking, places to visit and shop of interest to women, women's boutiques, bed and breakfasts, women's etiquette, women's lifestyles, traditional holidays, and table settings; and (4) SAMPLER & ANTIQUE NEEDLEWORK QUARTERLY (word mark), Registration No. 2413624, in Classification No. 16 for magazines tracing the evolution of cross stitch, needlepoint and crewel embroidery (collectively, the "Registrations").

B. The Transferor has also filed nine (9) intent to use applications to register the following marks: (1) SOUTHERN LADY PRESENTS TEATIME, Serial No. 76518007, in Classification No. 16 for magazines in the field of the lifestyle, ambiance and experience of taking tea; (2) TEATIME, Serial No. 76518008, in Classification 16 for magazines in the field of the lifestyle, ambiance and experience of taking tea; (3) SOUTHERN BABY, Serial No. 78297672, in Classification 16 for magazines in the field of the lifestyle and experiences of children; (4) RETIRE SOUTH, Serial No. 78297720, in Classification 16 for magazines featuring information and articles on retirement in the South and places to retire in the South; (5) SOUTHERN COOKIN', Serial No. 78297729, in Classification 16, magazines in the field of food preparation and cooking emphasizing Southern style and culture; (6) ELEGANT BABY, Serial No. 78297664, in Classification 16, magazines in the field of the lifestyle and experiences of children; (7) SOUTHERN LADY PRESENTS SOUTHERN BABY, Serial No. 78422836, in Classification 16, a magazine in the field of the lifestyle and experiences of children; (8) SOUTHERN LADY PRESENTS SOUTHERN COOKIN', Serial No. 78422847, in Classification 16, a magazine in the field of food preparation; and (9) SOUTHERN LADY'S SOUTHERN COOKIN', Serial No. 78422855, in Classification 16, a magazine in the field of food preparation (collectively, the "Applications").

C. The Transferor desires to execute this Agreement, in form recordable with the United States Patent and Trademark Office, in order to evidence and confirm on the records of such Office the assignment of the Registrations and the Applications by the Transferor to the Transferee.

THEREFORE, in consideration of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

1. ASSIGNMENT. The Transferor hereby sells, assigns, transfers, conveys and delivers the Registrations and the Applications to the Transferee, and the Transferee hereby purchases and acquires the

Registrations and the Applications from the Transferor, and all of the Transferor's right, title and interest therein (including, without limitation, all goodwill associated therewith, the right to sue for and collect damages for any past infringements and to assert the Transferor's prior use thereof as a use by a predecessor in interest).

IN WITNESS OF THIS AGREEMENT, the undersigned have executed this Agreement as of the date shown on the first page hereof.

TRANSFEROR:

HOFFMAN MEDIA, INC.

By: \_\_\_\_\_ /s/  
Name: Phyllis Hoffman  
Title: President

TRANSFeree:

HOFFMAN MEDIA, LLC

By: Hoffman Media, Inc.  
Its: Member

By: \_\_\_\_\_ /s/  
Name: Phyllis Hoffman  
Title: President