

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
Belvoir Publications, Inc.		07/30/2004	CORPORATION: DELAWARE

RECEIVING PARTY DATA	
Name:	HJ Publishing LLC
Street Address:	75 Holly Hill Lane, P.O. Box 2626
City:	Greenwich
State/Country:	CONNECTICUT
Postal Code:	06836-2626
Entity Type:	Limited Liability Company: CONNECTICUT

PROPERTY NUMBERS Total: 1		
Property Type	Number	Word Mark
Registration Number:	2349134	HORSE JOURNAL/THE PRODUCT, CARE AND SERVICE GUIDE FOR PEOPLE WHO LOVE HORSES

CORRESPONDENCE DATA	
Fax Number:	(212)382-2124
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	212-768-3800
Email:	pto@steinberggraskin.com
Correspondent Name:	Amy F. Divino
Address Line 1:	1140 Avenue of the Americas, 15th Floor
Address Line 2:	Steinberg & Raskin, P.C.
Address Line 4:	New York, NEW YORK 10036

ATTORNEY DOCKET NUMBER:	367.1002
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NAME OF SUBMITTER:	Sharon Meyer
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Total Attachments: 3 source=Assignment#page1.tif source=Assignment#page2.tif source=Assignment#page3.tif
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TRADEMARK ASSIGNMENT

TRADEMARK ASSIGNMENT, made as of July 30, 2004, between HJ Publishing LLC, a Connecticut limited liability company, having an address at 75 Holly Hill Lane, P.O. Box 2626, Greenwich, CT 06836-2626 ("Assignee"), and Belvoir Publications, Inc., a Delaware corporation, having a place of business at 75 Holly Hill Lane, P.O. Box 2626, Greenwich, CT 06836-2626 ("Assignor").

WHEREAS, Assignor, on the one hand, and Assignee, on the other hand, have entered into an Asset Purchase Agreement, on the date hereof (the "Purchase Agreement"), pursuant to which Assignor has agreed to sell and Assignee has agreed to purchase certain of the assets of Assignor, and Assignee has agreed to assume certain of the liabilities of Assignor, in each case relating to the Business (as defined in the Purchase Agreement);

WHEREAS, Assignor is the owner of the registered trademarks relating to the business listed and described on Exhibit A attached hereto (along with the goodwill associated with each of the foregoing collectively, the "Marks");

WHEREAS, Assignee desires to acquire Assignor's entire right, title and interest in and to the Marks; and

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign and transfer unto Assignee, its legal successors and permitted assigns all right, title and interest, whether statutory, registered or at common law, in and to the Marks, together with the goodwill symbolized by them, throughout the world, and any renewals or extensions thereof.

In the event of any conflict or inconsistency between the terms, provisions and conditions of this Trademark Assignment and the Purchase Agreement, the terms, provisions and conditions of the Purchase Agreement shall govern.

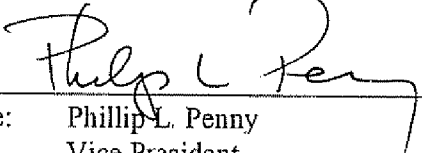
This instrument shall be governed by the laws of the State of Connecticut (without regard to conflicts of laws principles).

Assignor agrees to execute any further papers and to do such other acts as may be necessary and proper to vest all right, title and interest in and to the Marks in Assignee.

[THE REMAINDER OF THIS PAGE IS INTENTIONALLY LEFT BLANK]

IN WITNESS WHEREOF, Assignor has caused these presents to be duly executed in a manner appropriate thereto this 30th day of July, 2004.

BELVOIR PUBLICATIONS, INC.

By: 
Name: Phillip L. Penny
Title: Vice President

HJ PUBLISHING LLC

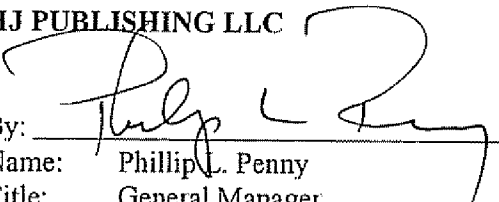
By: 
Name: Phillip L. Penny
Title: General Manager

EXHIBIT A

<u>COUNTRY</u>	<u>MARK</u>	<u>REG. NO.</u>	<u>REG. DATE</u>	<u>STATUS</u>
United States	HORSE JOURNAL/THE PRODUCT, CARE AND SERVICE GUIDE FOR PEOPLE WHO LOVE HORSES	2349134	5/9/2000	REGISTERED

Reg. Owner BELVOIR PUBLICATIONS, INC

16: Magazines about horses