

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
IPC Magazines Limited		07/29/2004	CORPORATION: UNITED KINGDOM
RECEIVING PARTY DATA			
Name:	IPC Media Limited		
Street Address:	Kings Reach Tower Stamford Street		
City:	London		
State/Country:	UNITED KINGDOM		
Postal Code:	SE1 9LS		
Entity Type:	CORPORATION: UNITED KINGDOM		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1366596	A LA CARTE	
CORRESPONDENCE DATA			
Fax Number:	(212)658-9278		
	<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:	Rober T. Scherer		
Address Line 1:	One Time Warner Center		
Address Line 4:	New York, NEW YORK 10019-8016		
DOMESTIC REPRESENTATIVE			
Name:	Robert T. Scherer		
Address Line 1:	One Time Warner Center		
Address Line 4:	New York, NEW YORK 10019-8016		
NAME OF SUBMITTER:	Robert T. Scherer		

CH \$40.00 1366596

Signature:	/robert t. scherer/
Date:	01/31/2005
Total Attachments: 1 source=A LE CARTE#page1.tif	

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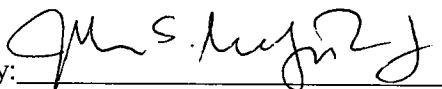
WHEREAS, IPC MAGAZINES LIMITED, a United Kingdom corporation, located at Kings Reach Tower Stamford Street , London, SE1 9LS, United Kingdom (hereinafter "Assignor"), is the owner of all right, title and interest in and to the A LA CARTE trademark and Registration No.1,366,596, therefor, granted October 22, 1985, (hereinafter the "Trademark");

WHEREAS, IPC MEDIA LIMITED, a United Kingdom corporation, located at Kings Reach Tower Stamford Street, London, SE1 9LS, United Kingdom (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, 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 July 29, 2004.

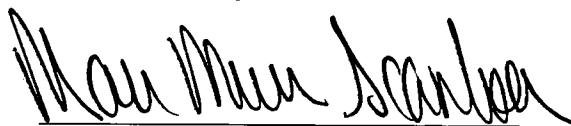
IPC MAGAZINES LIMITED

By: 
Name: John S. Redpath, Jr.
Title: Secretary

State of New York :
:ss

County of New York :

On the 29th day of January, 2005, before me, the undersigned, a Notary Public in and for said state, personally appeared John S. Redpath, Jr., 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 Secretary of IPC Magazines Limited 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.


Notary Public

SEAL

MAN MUN SCANLON
Notary Public, State of New York
No. 4980548
Qualified in Nassau County
Certificate Filed in New York County
Commission Expires April 22, 2007