

Form PTO-1594 (Rev. 06/04)
OMB Collection 0651-0027 (exp. 6/30/2005)

U.S. DEPARTMENT OF COMMERCE
United States Patent and Trademark Office

RECORDATION FORM COVER SHEET TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies)/Execution Date(s):

Primedia Magazine Finance, Inc.

- Individual(s)
- General Partnership
- Corporation-State
- Other
- Association
- Limited Partnership

Citizenship (see guidelines) Delaware

Execution Date(s) January 6, 2005

Additional names of conveying parties attached? Yes No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s)

B. Trademark Registration No.(s)
1841554

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

5. Name & address of party to whom correspondence concerning document should be mailed:

Name: Eric E. Gisolfi

Internal Address: Sabin, Berman & Gould LLP

Street Address: Four Times Square

City: New York

State: NY Zip: 10036

Phone Number: (212) 381-7000

Fax Number: (212) 381-7227

Email Address: egisolfi@sbandg.com

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 40

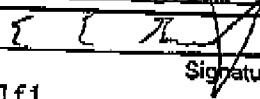
- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed

8. Payment information:

a. Credit Card Last 4 Numbers _____
Expiration Date _____

b. Deposit Account Number 19-0004
Authorized User Name Eric E. Gisolfi

9. Signature:


Signature

January 7, 2005
Date

Eric E. Gisolfi

Name of Person Signing

Total number of pages including cover sheet, attachments, and document: 2

Documents to be recorded (including cover sheet) should be faxed to (703) 306-3986, or mailed to:
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TRADEMARK ASSIGNMENT

TRADEMARK ASSIGNMENT, made as of the 6th day of January, 2005, between PRIMEDIA MAGAZINE FINANCE, INC., a Delaware corporation ("Assignor") and ADVANCE MAGAZINE PUBLISHERS INC., a New York corporation ("Assignee").

WHEREAS, Assignor, with offices at C/O Primedia Inc., 745 5th Avenue, New York, NY 10151, has adopted and used the mark "Your First Home Together" and is the registered owner of U.S. Registration Number 1841554 (the "Mark");

WHEREAS, Assignee, with offices at 4 Times Square, New York, NY, 10036, desires to acquire any and all rights that Assignor may have in and to the Mark and the registration thereof together with the goodwill of the business in connection with which Mark is used;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee, its successors and assigns, absolutely and forever, its entire right, title and interest, whether statutory or at common law, in and to the Mark throughout the world, together with the goodwill of the business symbolized by the Mark, and all registrations therefore.

Assignor agrees to execute any further papers and to do such other acts (without the expenditure of funds) as may be necessary and proper to vest full rights, and interest in and to the Mark in the Assignee.

IN WITNESS WHEREOF, the Assignor has executed this Trademark Assignment as of the date first written above.

PRIMEDIA Magazine Finance Inc.

By: _____


 Name: Christopher A. Fraser
 Title: Vice President

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RECORDED: 02/07/2005

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