

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	02/10/2005

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Hearst Magazines Property, Inc.		02/22/2005	CORPORATION:

**RECEIVING PARTY DATA**

Name:	Hearst Communications, Inc.
Street Address:	959 Eighth Avenue
City:	New York
State/Country:	NEW YORK
Postal Code:	10019
Entity Type:	CORPORATION:

**PROPERTY NUMBERS Total: 50**

Property Type	Number	Word Mark
Registration Number:	1275129	BAZAAR
Registration Number:	2003264	BEDSIDE ASTROLOGER
Registration Number:	2241381	BEN'S LIFE
Registration Number:	0663833	THE BETTER WAY
Registration Number:	2718643	COME HOME TO COMFORT
Registration Number:	2846945	COOL ROOM
Registration Number:	0708757	THE CONNOISSEUR
Registration Number:	2459086	COSMO COLLEGE
Registration Number:	2527954	COSMO GIRL
Registration Number:	0630028	COSMOPOLITAN
Registration Number:	2638483	COUNTRY ICONS
Registration Number:	2442089	COUNTRY LIVING
Registration Number:	2620095	COUNTRY LIVING GARDENER

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Registration Number:	2357985	COUNTRY LIVING'S HEALTHY LIVING
Registration Number:	1647395	COWSMOPOLITAN
Registration Number:	1130346	DUBIOUS ACHIEVEMENT AWARDS
Registration Number:	0313768	ESQUIRE
Registration Number:	2150876	FUN-FEARLESS-FEMALE
Registration Number:	0046028	GOOD HOUSEKEEPING
Registration Number:	1833311	GOOD HOUSEKEEPING HOLIDAY BEST
Registration Number:	0274802	HARPER'S BAZAAR
Registration Number:	2503663	HARPER'S BAZAAR
Registration Number:	0273427	HOUSE BEAUTIFUL
Registration Number:	0808867	HOUSE BEAUTIFUL'S HOME DECORATING
Registration Number:	0808868	HOUSE BEAUTIFUL'S HOME REMODELING
Registration Number:	0738047	HOUSE & PLANS
Registration Number:	2429002	JR
Registration Number:	2427686	JUNIOR RESOURCE
Registration Number:	1256089	MAN AT HIS BEST
Registration Number:	1278920	
Registration Number:	0101201	POPULAR MECHANICS MAGAZINE
Registration Number:	2857028	PROJECT 2024
Registration Number:	2410089	RED ALERT
Registration Number:	0968669	REDBOOK
Registration Number:	2558599	SEVENTEEN
Registration Number:	0411294	SEVENTEEN
Registration Number:	0333311	THE SOUND AND THE FURY
Registration Number:	2497361	TEA AND CONVERSATION
Registration Number:	2497362	TEA & CONVERSATION
Registration Number:	2173134	TEEN
Registration Number:	2173130	TEEN
Registration Number:	2384329	TEEN EN ESPANOL
Registration Number:	0789364	'TEEN
Registration Number:	0188718	TOWN & COUNTRY
Registration Number:	2880911	TOWN & COUNTRY WEDDINGS
Registration Number:	2523413	TURNING SEVENTEEN
Serial Number:	78554241	ALL ABOUT MEN
Serial Number:	76574422	COSMOPOLITAN STYLE

Serial Number:	76525745	COUNTRY LIVING RESTORATION
Serial Number:	76503759	TOWN & COUNTRY TRAVEL

**CORRESPONDENCE DATA**

Fax Number: (212)649-2035  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 212-649-2032  
Email: bagdern@hearst.com  
Correspondent Name: Hearst Communications, Inc.  
Address Line 1: 959 Eighth Avenue  
Address Line 2: Attn: Mr. Barry S. Agdern  
Address Line 4: New York, NEW YORK 10019

NAME OF SUBMITTER:	Mr. Barry S. Agdern
Signature:	/B. Stuart Agdern/
Date:	02/24/2005

**Total Attachments: 4**  
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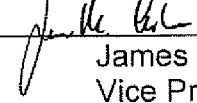
ASSIGNMENT OF TRADEMARKS

WHEREAS, Hearst Magazines Property, Inc., a Nevada corporation with offices at Two Sound View Drive, Suite 100, Greenwich, CT 06830 (formerly located at Two Greenwich Plaza, Greenwich, CT 06830), has adopted and has continuously used the trademarks, or in the course of its business has developed the same, listed in Schedule "A" attached hereto (hereinafter the "Trademarks") and owns registrations and/or applications for the same; and

WHEREAS, Hearst Communications, Inc., a Delaware corporation, located and doing business at 959 Eighth Avenue, New York, NY 10019 wishes to acquire all right, title and interest in and to the Trademarks together with the goodwill of the business symbolized by the Trademarks,

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Hearst Magazines Property, Inc., does hereby assign unto Hearst Communications, Inc. its successors and assigns all right, title and interest in and to the Trademarks together with the goodwill of the business symbolized by the Trademarks and all causes of action relating to the Trademarks that have arisen or accrued to the effective date of this Assignment.

Hearst Magazines Property, Inc.

By:   
James M. Asher  
Title: Vice President  
Effective Date: February 10, 2005

STATE OF NEW YORK)  
COUNTY OF NEW YORK) ss.:

On this 22<sup>nd</sup> day of February, 2005 before me personally came James M. Asher, to me known, who being by me duly sworn did depose and say: that he resides at 2669 Bingley Road, Cazenovia, New York 13035, that he is Vice President of Hearst Magazines Property, Inc. the corporation described in and which executed the foregoing instrument; that he knows the seal of the said corporation and that it was so affixed by order of the Board of Directors of said corporation and that he signed his name thereto by like order.

DANIEL A. NOOGER  
NOTARY PUBLIC, State of New York  
No. 02NO4877910  
QUALIFIED IN NEW YORK COUNTY  
COMMISSION EXPIRES NOV. 3, 2006

  
Notary Public

**TRADEMARK**  
**REEL: 003034 FRAME: 0154**

Schedule A

TRADEMARKS

REGISTRATION NUMBER	FEDERALLY REGISTERED TRADEMARKS
1,275,129	BAZAAR
2,003,264	BEDSIDE ASTROLOGER (THE)
2,241,381	BEN'S LIFE
663,833	BETTER WAY (THE)
2,718,643	COME HOME TO COMFORT
2,846,945	COOL ROOM
708,757	CONNOISSEUR (THE) (WORDS IN SPECIAL FORM)
2,459,086	COSMO COLLEGE
2,527,954	COSMO GIRL
630,028	COSMOPOLITAN (STYLIZED)
2,638,483	COUNTRY ICONS
2,442,089	COUNTRY LIVING
2,620,095	COUNTRY LIVING GARDENER
2,357,985	COUNTRY LIVING'S HEALTHY LIVING
1,647,395	COWSMOPOLITAN
1,130,346	DUBIOUS ACHIEVEMENT AWARDS
313,768	ESQUIRE (STYLIZED)
2,150,876	FUN-FEARLESS-FEMALE
46,028	GOOD HOUSEKEEPING
1,833,311	GOOD HOUSEKEEPING HOLIDAY BEST
274,802	HARPER'S BAZAAR (STYLIZED)
2,503,663	HARPER'S BAZAAR (STYLIZED)
273,427	HOUSE BEAUTIFUL
808,867	HOUSE BEAUTIFUL'S HOME DECORATING
808,868	HOUSE BEAUTIFUL'S HOME REMODELING
738,047	HOUSES AND PLANS
2,429,002	JR
2,427,686	JUNIOR RESOURCE
1,256,089	MAN AT HIS BEST
1,278,920	MISCELLANEOUS DESIGN (ESKY FACE)
101,201	POPULAR MECHANICS MAGAZINE
2,857,028	PROJECT 2024
2,410,089	RED ALERT
968,669	REDBOOK
2,558,599	SEVENTEEN
411,294	SEVENTEEN (STYLIZED)
333,311	SOUND AND THE FURY (THE)

Schedule A

REGISTRATION NUMBER	FEDERALLY REGISTERED TRADEMARKS
2,497,361	TEA AND CONVERSATION
2,497,362	TEA & CONVERSATION
2,173,134	TEEN
2,173,130	TEEN (STYLIZED)
2,384,329	TEEN EN ESPANOL
789,364	'TEEN (STYLIZED')
188,718	TOWN & COUNTRY
2,880,911	TOWN & COUNTRY WEDDINGS
2,523,413	TURNING SEVENTEEN

Schedule A

TRADEMARKS

APPLICATION NUMBER

FEDERAL TRADEMARK APPLICATIONS

78/554,241  
76/574422  
76/525745  
76/503759

ALL ABOUT MEN  
COSMOPOLITAN STYLE  
COUNTRY LIVING RESTORATION  
TOWN & COUNTRY TRAVEL