

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Coterie, Inc.		11/07/2005	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	PRIMEDIA Special Interest Publications, Inc.		
<b>Street Address:</b>	14850 Pony Express Road		
<b>City:</b>	Bluffdale		
<b>State/Country:</b>	UTAH		
<b>Postal Code:</b>	84065		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	78498332	BECKY H.	
<b>Serial Number:</b>	78498335	LISA B.	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)745-0131		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	2127451889		
<b>Email:</b>	samantha.favitta@primedia.com		
<b>Correspondent Name:</b>	Robin Adelson		
<b>Address Line 1:</b>	745 Fifth Ave.		
<b>Address Line 2:</b>	Legal		
<b>Address Line 4:</b>	New York, NEW YORK 10151		
<b>ATTORNEY DOCKET NUMBER:</b>	380 COTERIE TO PSIP		
<b>NAME OF SUBMITTER:</b>	Robin Adelson		
<b>Signature:</b>	/Robin Adelson/		

OP \$65.00 78498332

Date:

11/07/2005

**Total Attachments: 2**

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## TRADEMARK ASSIGNMENT

WHEREAS, Coterie, Inc. a Delaware corporation, having an address at 14850 Pony Express Road, Bluffdale, Utah ("Assignor"), has adopted, used and is using the trademarks, and is the owner of the applications thereof, set forth in the attached Schedule (the "Trademarks"); and

WHEREAS, PRIMEDIA Special Interest Publications, Inc. a Delaware corporation having an address at 14850 Pony Express Road, Bluffdale, Utah ("Assignee"), is desirous of acquiring all of Assignor's common law and statutory right, title and interest in and to the Trademarks, including the scheduled applications thereof, in the United States of America and its territories and possessions;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns, and transfers to Assignee, its successors and assigns, absolutely and forever, all of Assignor's right, title and interest in and to the Trademarks, including the scheduled registrations, together with the goodwill of the businesses symbolized by the Trademarks being assigned, in the United States, its territories and possessions, and all causes of action for any and all past infringements of the rights being assigned and the right to collect and retain the proceeds therefrom.

Dated: November 7, 2005

Coterie, Inc.

By: 

Name: Christopher A. Fraser

Title: General Counsel

SCHEDULE OF MARKS

<u>Mark</u>	<u>Application No.</u>
BECKY H.	78/498332
LISA B.	78/498335