

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
Howard Publishing Company Inc.		02/10/2006	CORPORATION: LOUISIANA
RECEIVING PARTY DATA			
Name:	Simon & Schuster, Inc.		
Street Address:	1230 Avenue of the Americas		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10020		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1905616		
CORRESPONDENCE DATA			
Fax Number:	(212)975-0111		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(212) 975-3633		
Email:	trademarks@cbs.com		
Correspondent Name:	CBS		
Address Line 1:	51 West 52nd Street		
Address Line 4:	New York, NEW YORK 10019		
NAME OF SUBMITTER:	Mallory Levitt		
Signature:	/mallory levitt/		
Date:	03/29/2006		

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Total Attachments: 2
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ASSIGNMENT OF TRADEMARKS

WHEREAS, Howard Publishing Company Inc. ("Assignor"), a Louisiana corporation with a place of business at 3117 N. 7th Street, West Monroe, Louisiana 71291, the owner of registrations/applications for the trademarks, herein attached as Schedule A, on and in connection with the goods/services identified therein, assigns all rights, title and interest in and to the trademarks, together with the goodwill and business symbolized thereby as of February 10, 2006; and

WHEREAS, Simon & Schuster, Inc. ("Assignee"), a New York corporation with a place of business at 1230 Avenue of the Americas, New York, New York 10020, desires to obtain all rights in and to the trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor sells, transfers, conveys and assigns to Assignee as of February 10, 2006, all of Assignor's rights, title and interest in and to the trademarks, whether statutory or at common law, including all registrations and applications therefore, the right to recover for past infringement, and the goodwill of the business in connection with which it has been used.

IN WITNESS WHEREOF, Assignor has caused this document to be executed as of the 28th day of March, 2006.

HOWARD PUBLISHING COMPANY INC.

By: _____

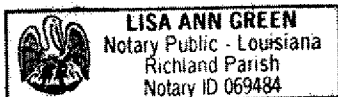
John Howard
John Howard
PRESIDENT

Title:

Sworn to before me this
28th day of March, 2006

Lisa Ann Green

Notary Public



SCHEDULE A

Trademark Registration:

MARK	REG. NO.	REG. DATE
STAR LOGO	1,905,616	7/18/95