

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Gruner + Jahr AG & Co.		03/21/2003	CORPORATION: GERMANY
RECEIVING PARTY DATA			
Name:	Gruner + Jahr AG & Co. KG		
Street Address:	Am Baumwoll 11		
City:	Hamburg		
State/Country:	GERMANY		
Postal Code:	20459		
Entity Type:	CORPORATION: GERMANY		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1692888	OSKAR'S	
CORRESPONDENCE DATA			
Fax Number:	(212)354-8113		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
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DOMESTIC REPRESENTATIVE			
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Address Line 3:			
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CH \$40.00 1692888

TRADEMARK

NAME OF SUBMITTER:	Matthew Bart
Signature:	/Matthew Bart/
Date:	04/04/2006

Total Attachments: 12

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Certified translation from the German (139)

I t z e h o e Local Court Thousands Hundreds Tens 13579

Certified photostat

Thousands Hundreds Tens 24680

HRA 0150 Folio 1

No. of entry	(a) Corporate name (b) Place of establishment (Registered office) (c) Object of the enterprise (in the case of legal persons)	Proprietor Personally liable partners Management board Liquidator	Prokura	Legal relations	(a) Date of entry and signature (b) Remarks
1	(a) Gruner + Jahr GmbH & Co. (b) Itzehoe	Printing and publishing house Gruner + Jahr GmbH, Itzehoe	Jan Kromminga, Munich, Rudolf Marchesi, Frankfurt/Main Karl-Heinz Lühr, Hamburg, have been granted Prokura in such a way that each of them is entitled to represent the company acting jointly with the general partner.	Limited partnership. The partnership began on 1 January 1962. Limited partners are Merchant Richard Gruner, Itzehoe, with a contribution of DM 20,095,625. The firm of Constanze-Verlag John Jahr KG, Hamburg, with a contribution of DM 16,407,187, tempus Zeitungs- und Zeitschriftenverlags- gesellschaft m.b.H., Hamburg, with a con- tribution of DM 14,372,188.	(a) Transferred from HRA 541 on 28 Dec. 1971 (signature) (b) Date of first registration 5 May 1894
2	(b) In Munich a branch has been established under the style of: Gruner + Jahr GmbH & Co. Niederlassung Mün- chen.		The Prokuren granted Jan Kromminga, Munich, Rudolf Marchesi, Frankfurt/Main and Karl-Heinz Lühr, Hamburg, have terminated.		(a) 4 May 1972 HRA 0150 (signature) (b) Munich LC HRA 51771
3	(a) Gruner + Jahr Aktienge- sellschaft & Co. (b) Gruner + Jahr Aktienge- sellschaft & Co. Niederlassung München	Printing and publishing house Gruner + Jahr Aktiengesell- schaft		The corporate name has changed. The corporate name of the general partner has changed. The branch establishment has changed. The merchant Richard Gruner has trans- ferred a partial amount of DM 7,376,875 to	(a) 10 April 1971 HRA 0150 (signature)

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REEL: 003282 FRAME: 0003

the publisher Dr. Gerd Bucerius in Hamburg, who has joined the company with that contribution as a limited partner. Hence, the merchant Richard Gruner's limited partner's contribution is DM 12,718,750. The merchant Richard Gruner has transferred his limited partner's contribution of DM 12,718,750 to the publisher Dr. Gerd Bucerius. Dr. Gerd Bucerius' limited partner's contribution thus increases to DM 20,095,625.

The merchant Richard Gruner has withdrawn from the company.

The publisher Dr. Gerd Bucerius has transferred a partial amount of DM 12,718,750 to the limited partnership under the style of C. Bertelsmann Verlag, Gütersloh, which has joined the company with that contribution as a limited partner. Moreover, the limited partner Dr. Gerd Bucerius has transferred a further partial amount of DM 1,399,063 to the already registered limited partner, the firm of Constanze-Verlag John Jahr KG, Hamburg.

The contribution of the firm of Constanze-Verlag John Jahr KG, Hamburg, thus has increased to DM 17,806,250. The limited partner's contribution of Dr. Gerd Bucerius thus is DM 5,977,812.

The limited partner Dr. Gerd Bucerius has transferred of his contribution of DM 5,977,812 another partial amount of DM 2,543,750 to Neue Sparcasse von 1864, Hamburg, which has joined the company with the said contribution. Dr. Gerd Bucerius' limited partner's contribution left is thus DM 3,434,062.

The limited partners' contributions of the following limited partners have been increased to:

(a) Dr. Gerd Bucerius DM 4,058,438
(b) tempus Zeitungs- und Zeitschriften-
verlagsgesellschaft m.b.H.

DM 16,985,312
(c) Neue Sparcasse von 1864

DM 3,006,250
(d) C. Bertelsmann Verlag

DM 15,031,250
(e) Constanze-Verlag Jahn Jahr KG
DM 21,043,750

The limited partner C. Bertelsmann Verlag has transferred its limited partner's contribution of DM 15,031,250 to the publisher Reinhard Mohn, Gütersloh, who has joined the company with that contribution. The firm of C. Bertelsmann Verlag has withdrawn from the company. The Zeit-Verlag Gesellschaft mit beschränkter Haftung, Hamburg, has under the Law Regulating Transformation of Companies joined the company as legal successor to tempus Zeitungs- und Zeitschriftenverlagsgesellschaft m.b.H., Hamburg, as a limited partner with a limited partner's contribution of DM 16,985,312. tempus Zeitungs- und Zeitschriftenverlagsgesellschaft m.b.H. thus having withdrawn from the company.
The Neue Sparcasse von 1864, Hamburg, has transferred its limited partner's contribution to publisher Ernst Naumann, Ahrensburg, and has thus withdrawn from the limited partnership. The publisher Ernst Naumann, Ahrensburg, has joined the company with a contribution of DM 3,006,250.
The limited partner's contributions were transferred by way of subrogation.

The limited partner publisher Dr. Gerd Bucertius has transferred his limited partner's contribution by way of subrogation to Zeit-Verlag Gesellschaft mit beschränkter Haftung, Hamburg, which has changed its corporate name to Bertelsmann Presse- und Beteiligungsgesellschaft m.b.H. and thus has withdrawn from the company as a limited partner.

The limited partner's contribution of Bertelsmann Pressebetriebs- und Beteiligungsgesellschaft* thus increases to

DM 21.043.750 *m.b.H.

The limited partner publishing manager Ernst Naumann, Ahrensburg, has transferred a partial amount of DM 751.562.50 by way of subrogation to Bertelsmann Aktiengesellschaft, Gütersloh, which has joined the company with that contribution as a limited partner.

The limited partner's contribution of the limited partner publishing manager Ernst Naumann, Ahrensburg, thus decreases to

DM 2.254.687.50.

The limited partner, the limited partnership under the style of Constanze-Verlag John Jahr KG, Hamburg, has transferred a partial amount of DM 5.952.375 to the limited partner Bertelsmann Aktiengesellschaft, Gütersloh, whose limited partner's contribution thus increases to

DM 6.703.937.50.

The limited partner's contribution of the limited partner Constanze-Verlag John Jahr KG thus decreases to

DM 15.091.375

(a) 7 June 1978
HRA 0150

The limited partner Reinhard Mohn, Gütersloh, has transferred his limited partner's contribution of DM 15,031,250 by way of subrogation to Bertelsmann Aktiengesellschaft in Gütersloh and has thus withdrawn from the company as a limited partner.

The limited partner Bertelsmann Pressebetriebs- und Beteiligungsgesellschaft mbH by shareholders' resolution of 31.10.1977 has transferred its assets under the Law Regulating Transformation of Companies without liquidation pursuant to the liquidating balance sheet as at 30.06.1977 to its sole shareholder, Bertelsmann Aktiengesellschaft in Gütersloh. The corporate name has terminated.

Instead of the aforesaid company, now Bertelsmann Aktiengesellschaft in Gütersloh is a limited partner with a limited partner's contribution of DM 21,043,750.

The limited partner Bertelsmann Pressebetriebs- und Beteiligungsgesellschaft * has thus withdrawn from the company.

The limited partner Ernst Naumann, Ahrensburg, has transferred his limited partner's contribution by way of subrogation to Bertelsmann Aktiengesellschaft in Gütersloh and has thus withdrawn from company as a limited partner.

The total limited partner's contribution of Bertelsmann Aktiengesellschaft in Gütersloh now is DM 45,033,625.
*m.b.H.

(b) Due to the lack of clarity of the former entries under serial nos 1-5, those entries were summarized and reentered under serial no. 6. (signature)

1 2 3 4 5 6

6 (a) Gruner + Jahr Aktiengesellschaft & Co. Printing and publishing house
Gruner + Jahr Aktiengesellschaft

(b) Itzehoe Limited partnership
The company commenced on 1 January 1962.

(b) Gruner + Jahr Aktiengesellschaft & Co. Niederlassung München
Bertelsmann Aktiengesellschaft in Gütersloh with a contribution of DM 45,033,625.

Constanze-Verlag John Jahr KG, Hamburg, with a contribution of DM 15,091,375

Due to the lack of clarity of the former entries under serial nos 1-5, those entries were summarized and reentered under serial no. 6 on 7 June 1977.. (signature)

7 The contribution of Bertelsmann Aktiengesellschaft has been increased to DM 69,282,500

(a) 19 September 19... HRA 0150 (signature)
The contribution of Constanze-Verlag John Jahr KG, Hamburg has been increased to DM 23,217,500.

(a) 14 December 198.. HRA 0150 (signature)
The limited partner's contribution of Bertelsmann Aktiengesellschaft, Gütersloh, has been increased to DM 110,852,000

The limited partner's contribution of Constanze-Verlag John Jahr KG, Hamburg, has been increased to DM 37,148,000

Constanze-Verlag John Jahr KG, Hamburg, which has changed its corporate name to Constanze-Verlag John Jahr GmbH & Co. Kommanditgesellschaft, has withdrawn from the company as a limited partner, by way of subrogation Constanze-Verlag John Jahr GmbH & Co., Gütersloh*, has succeeded to Constanze-Verlag John Jahr KG as a limited partner with a contribution of DM 37,148,000.

(a) 25 September 1985
HRA 0150

(b) *Gütersloh LC
HRA 3613
(signature)

The corporate domicile of the limited partner Constanze-Verlag John Jahr GmbH & Co. has been transferred to Hamburg.

(a) 12 November 1996
(signature)

(b) Hamburg LC
HRA 88111

Under the merger agreement of 17 February 2000, which the company/partners' meetings of the legal entities involved consented to on 28 February 2000, the company G + J Pressehaus am Alex Verlagsgesellschaft mbH based in Berlin (transferor company) merged with Gruner + Jahr Aktiengesellschaft & Co. (transferee company) by transferring the whole of its assets to the latter company (merger pursuant to ss 2 (1), 4 et seqq. and 46 of the Law Regulating Transformation of Companies).

(a) 18 April 2000..
(signature)

(b) Agreement folio 113 et seqq. spec.vol.
Resolution of consent, folio 122 et seqq.
139 et seqq. spec. vol.
Transferor comp. Berlin LC
HRB 48468

12

Under the merger agreement of 17 February 2000, which the company/partners' meetings of the legal entities involved consented to on 28 February 2000, the company Gruner + Jahr Beteiligungsgesellschaft mbH based in Hamburg (transferor company) merged with Gruner + Jahr Aktiengesellschaft & Co. based in Itzehoe (transferee company) by transferring the whole of its assets to the latter company (merger pursuant to ss 2 (1), 4 et seqq. and 46 of the Law Regulating Transformation of Companies).

(a) 3 May 2000
(signature)

(b) Agreement
folio 164 et seqq.
spec. vol.

Resolution of
consent: folio
172 et seqq.,
190 et seqq.
spec. vol.
Transferor
company:
Hamburg LC,
HRB 52158

13

Under the merger agreement of 08 February 2001, which the company/partners' meetings of the legal entities involved consented to on 08 February 2001, the company Verlagsgesellschaft Neues Wohnen mbH based in Hamburg (transferor company) merged with Gruner + Jahr Aktiengesellschaft & Co. based in Itzehoe (transferee company) by transferring the whole of its assets to the latter company (merger pursuant to ss 2 (1), 4 et seqq. and 46 of the Law Regulating Transformation of Companies).

(a) 2 April 2001
(signature)

(b) Agreement
folio 443 et
seqq.

Resolution of
consent, folio
456, 525 et seqq.
spec. vol.
Transferor comp.
Hamburg LC
HRB 55735

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14
 Under the merger agreement of 08 February 2001, which the company/partners' meetings of the legal entities involved consented to on 08 February 2001, the company Gruner + Jahr Allgemeine Berliner Verlagsgesellschaft mbH based in Berlin (transferor company) merged with Gruner + Jahr Aktiengesellschaft & Co. based in Itzehoe (transferee company) by transferring the whole of its assets to the latter company (merger pursuant to ss 2 (1), 4 et seqq. and 46 of the Law Regulating Transformation of Companies.)

(a) 10 April 2001 (signature)
 (b) Agreement folio 336 et seqq.
 Resolution of consent, folio 349 et seqq.
 folio 370 et seqq. spec vol.
 Transferor Company
 Berlin LC
 HRB 35548

15
 Under the merger agreement of 08 February 2001, which the company/partners' meetings of the legal entities involved consented to on 08 February 2001, the company G + J Vertriebs-Logistik GmbH based in Berlin (transferor company) merged with Gruner + Jahr Aktiengesellschaft & Co. based in Itzehoe (transferee company) by transferring the whole of its assets to the latter company (merger pursuant to ss 2 (1), 4 et seqq. and 46 of the Law Regulating Transformation of Companies.)

(a) 10 April 2001 (signature)
 (b) Agreement folio 212 et seqq.
 Resolution of consent, folio 231 et seqq.
 folio 259 et seqq. spec vol.
 Transferor Company
 Berlin LC
 HRB 71096

Under the merger agreement of 08 February 2001, which the company/partners' meetings of the legal entities involved consented to on 08 February 2001, the company G + J Young Media GmbH based in Hamburg (transferor company) merged with Gruner + Jahr Aktiengesellschaft & Co. based in Itzehoe (transferee company) by transferring the whole of its assets to the latter company (merger pursuant to ss 2 (1), 4 et seqq. and 46 of the Law Regulating Transformation of Companies).

(a) 28 May 2001
(signature)

(b) Agreement
folio 550 spec.
vol.

Resolutions
of consent
folio 563 et
seqq., folio
584 et seqq.
spec. vol.

Transferor
company:
Hamburg LC
HRB 62522

Under the merger agreement of 08 February 2001, which the company/partners' meetings of the legal entities involved consented to on 08 February 2001, the company G + J Zeitschriftenverlag GmbH Berlin based in Berlin (transferor company) merged with Gruner + Jahr Aktiengesellschaft & Co. based in Itzehoe (transferee company) by transferring the whole of its assets to the latter company (merger pursuant to ss 2 (1), 4 et seqq. and 46 of the Law Regulating Transformation of Companies).

(a) 21 June 2001
(signature)

(b) Agreement
folio 483
Resolution of
consent
folio 497 et
seqq., folio
524 et seqq.

Transferor
company:
Berlin LC,
HRB 51301

Under the merger agreement of 08 February 2001, which the company/partners' meetings of the legal entities involved consented to on 08 February 2001, the company Gruner + Jahr Verlegermodell-Gesellschaft für Medienentwicklung mbH based in Hamburg (transferor company) merged with Gruner + Jahr Aktiengesellschaft & Co. based in Itzehoe (transferee company) by transferring the whole of its assets to the latter company (merger pursuant to ss 2 (1), 4 et seqq. and 46 of the Law Regulating Transformation of Companies).

(a) 11 July 2001
(signature)

(b) Agreement
folio 547 et
seqq.
Resolution of
consent folio
564 et seqq.,
folio 591 et
seqq. spec.
vol.
Transferor
company:
Hamburg LC
HRB 50969

The corporate name has changed.
The corporate name of the limited partner Constanze-Verlag John Jahr GmbH & Co. has been changed to Constanze-Verlag GmbH & Co. KG.

(a) 21 March 2003
(signature)

Under the merger agreement of 02 July 2003 as well as the resolutions of consent of the company/partners' meetings of the legal entities involved of 02 July 2003, G+J Multimedia Ventures GmbH based in Hamburg (transferor company, Hamburg LC HRB 73416) merged with Gruner + Jahr AG & Co. KG based in Itzehoe (transferee company) by transferring the whole of its assets to the latter company (merger pursuant to ss 2 (1), 4 et seqq. and 46 of the Law Regulating Transformation of Companies).

(a) 07 November
2003
(signature)

(b) Agreement
folio 659 et
seqq.,
resolutions of
consent folio
644 et seqq. +
671 et seqq.
spec. vol.

1 2 3 4 5 6

21

Under the merger agreement of 06 May 2004, which the company/partners' meetings of the legal entities involved consented to on 22 June 2004, the company, Gruner + Jahr Medien-Service- und Verlagsgesellschaft m.b.H. based in Hamburg (transferor company, Hamburg LC HRB 48723) merged with Gruner + Jahr AG & Co. KG based in Itzehoe (transferee company) by transferring the whole of its assets to the latter company (merger pursuant to ss 2 (1), 4 et seqq. and 46 of the Law Regulating Transformation of Companies).

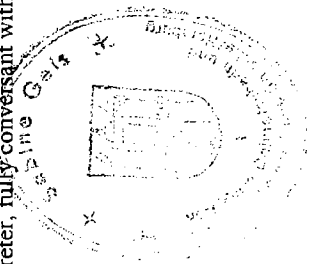
(a) 29 September 2004 (signature)
 (b) Agreement folio 691 et seqq. spec. vol.
 Resolutions of consent folio 701 et seqq. spec. vol.
 folio 719 et seqq. spec. vol.

Reverse of the document: This is to certify correspondence with the contents of the register folio. Itzehoe, 15 March 2005 (signature) acting as Registrar of the Court Office

Translator's note: Of the top lines of the document (repetitive) only the line with the column numbers has been reproduced in the translation for ease of reference and in order not to make the translation to voluminous.

1 Prokura = general commercial power of representation

This is to certify that to the best of my knowledge and belief the foregoing is a true, faithful and unabridged translation of the German document in certified copy before me, the undersigned public translator and court interpreter, fully conversant with the German language and duly sworn to render true German and English translations. Witness my hand and seal this 18th day of April, 2005.



Sabine Feis

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