

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
Equine.Com		10/07/2005	CORPORATION: ARIZONA
RECEIVING PARTY DATA			
Name:	PRIMEDIA Enthusiast Publications, Inc.		
Street Address:	745 Fifth Avenue		
Internal Address:	Legal		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10151		
Entity Type:	CORPORATION: PENNSYLVANIA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	78477714	CLICK2PRINT	
Registration Number:	2758304	EQUINE.COM	
CORRESPONDENCE DATA			
Fax Number:	(212)745-0131		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	2127451889		
Email:	samantha.favitta@primedia.com		
Correspondent Name:	Robin Adelson		
Address Line 1:	745 Fifth Avenue		
Address Line 2:	Legal		
Address Line 4:	New York, NEW YORK 10151		
ATTORNEY DOCKET NUMBER:	380 EQUINE.COM ASSIGN		
NAME OF SUBMITTER:	Attorney		

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Signature:	/Robin Adelson/
Date:	04/25/2006
Total Attachments: 4 source=tm assignment equine com to pep#page1.tif source=tm assignment equine com to pep#page2.tif source=tm assignment equine com to pep#page3.tif source=tm assignment equine com to pep#page4.tif	

TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement is delivered as of October 7, 2005, pursuant to that certain Asset Purchase Agreement, dated as of October 7, 2005 (the "Agreement") by and between PRIMEDIA Enthusiast Publications, Inc., a Pennsylvania corporation ("Assignee") and Equine.com, Inc., an Arizona corporation ("Assignor"). Unless otherwise defined herein, capitalized terms used in this instrument have the same meanings given to them in the Agreement.

A. Assignor is the owner of certain marks that it uses in its business, including, without limitation, the marks and any and all trade dress associated therewith as described in Exhibit A attached hereto and incorporated by reference herein (collectively "the Marks"), together with the goodwill of the business symbolized thereby in connection with the goods and or services with which the Marks are used.

B. Assignor desires to convey, transfer, assign, deliver, and contribute to Assignee all of its right, title, and interest in and to the Marks and all trademark applications and registrations pertaining thereto.

NOW, THEREFORE, Assignor and Assignee, in consideration of the mutual agreements herein contained and for other good and valuable consideration, acknowledged by each of them to be satisfactory and adequate, do hereby agree as follows:

Section One ASSIGNMENT

1.1 For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby conveys, transfers, assigns, delivers, and contributes to Assignee all of Assignor's right, title, and interest in and to the Marks (including, without limitation, all applications, registrations and registration renewals pertaining thereto), together with (1) the goodwill of the business relating to the goods and/or services in respect upon which the Marks are used and for which they are registered; (2) all income, royalties, and damages hereafter due or payable to Assignor with respect to the Marks, including without limitation, damages, and payments for past or future infringements and misappropriations of the Marks; and (3) all rights to sue for past, present, and future infringements or misappropriations of the Marks.

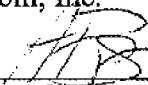
1.2 Assignor further conveys, transfers, assigns, delivers, and contributes to Assignee all rights in the trade dress, labels, and designs associated with the Marks.

Section Two FURTHER ASSURANCES

Assignor further covenants that it will execute all documents, papers, forms, and authorizations and take all other actions that may be necessary for securing, completing, or vesting in Assignee full right, title, and interest in the Marks.

IN WITNESS WHEREOF, the undersigned has caused this Trademark Assignment Agreement to be signed as of the date first above written.

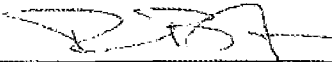
ASSIGNOR
Equine.com, Inc.

By: 
Name: Aaron Bergman
Title: President

STATE OF Arizona)
) ss.
COUNTY OF Maricopa)

On this 7 day of October, 2005 before me Aaron Bromagem the undersigned officer, personally appeared _____ personally known to me and proved to me on the basis of satisfactory evidence to be the person(s) whose names(s) is/are subscribed to be within instrument acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that his/her/their signature(s) on the instrument the person(s), or the entity upon on behalf of which the person(s) acted, executed the instrument.

IN WITNESS WHEREOF I have hereunto set my hand and official seal.



Notary Public/Commissioner of Oath
My Commission Expires 8-31-08

(SEAL)



ROBIN BITNER
Notary Public - Arizona
Maricopa County
Expires 08/31/08

Exhibit A

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Serial No. 78/477714

EQUINE.COM

Registration No. 2758304