

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	05/01/2006

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Aaron Bromagem		05/01/2006	INDIVIDUAL: UNITED STATES

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: 1

Property Type	Number	Word Mark
Registration Number:	2537666	INTERNET HORSE CLASSIFIEDS

CORRESPONDENCE DATA

Fax Number: (212)745-0131
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 212.745.1889
 Email: samantha.favitta@primedia.com
 Correspondent Name: Robin Adelson
 Address Line 1: 745 Fifth Ave.
 Address Line 2: Legal
 Address Line 4: New York, NEW YORK 10151

ATTORNEY DOCKET NUMBER:	380
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NAME OF SUBMITTER:	Samantha Favitta
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OP \$40.00 2537666

Signature:

/Samantha Favitta/

Date:

05/12/2006

Total Attachments: 2

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TRADEMARK ASSIGNMENT

WHEREAS, Aaron Bromagem, a US citizen, having an address at 900 S. Winchester Blvd. Suite 10, San Jose, California ("Assignor"), has adopted, used and is using the trademarks, and is the owner of the registration thereof, set forth in the attached Schedule (the "Trademark"); and

WHEREAS, PRIMEDIA Enthusiast Publications, Inc. a Pennsylvania corporation having an address at 745 Fifth Avenue, New York, NY 10151 ("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 registration and application 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: May 1, 2006

By: _____

Name: Aaron Bromagem

SCHEDULE A

Mark

Registration No.

INTERNET HORSE CLASSIFIEDS

2,537,666