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07-27-2006

Form PTO-1594 (Rev. 07/05)
OMB Collection 0651-0027 (exp. 6/30/2008)

U.S. DEPARTMENT OF COMMERCE
United States Patent and Trademark Office



2006 JUL 24 AM 10:46

RE

103281939

FINANCE SECTION

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies):

EMAP CONSUMER MEDIA LIMITED

- Individual(s)
- General Partnership
- Corporation- State: _____
- Other UK COMPANY
- Association
- Limited Partnership

Citizenship (see guidelines) UNITED KINGDOM

Additional names of conveying parties attached? Yes No

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name: ASCENT PUBLISHING LTD

Internal Address: ST. GILES HOUSE

Street Address: 50 POLAND STREET

City: LONDON

State: UK

Country: UK Zip: W1F 7AX

- Association
- General Partnership
- Limited Partnership
- Corporation
- Other UK COMPANY Citizenship UNITED KINGDOM

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)

3. Nature of conveyance / Execution Date(s) :

Execution Date(s) 3 FEBRUARY 2006

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2703413

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

PERIOD LIVING & TRADITIONAL HOMES CLASS: 1C09; 16; 41; 42

5. Name & address of party to whom correspondence concerning document should be mailed:

Name: IAN PH ROBERTS

Internal Address: CENTAUR MEDIA PLC
ST. GILES HOUSE, 50 POLAND STREET

Street Address: _____

City: LONDON

State: UK Zip: W1F 7AX

Phone Number: 0044 207 970 4514

Fax Number: 0044 207 970 4519

Email Address: ian.roberts@centaur.co.uk

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 40

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed

8. Payment Information:

a. Credit Card Last 4 Numbers _____ Expiration Date _____

b. Deposit Account Number _____

Authorized User Name _____

40.00 DP
0000002 2703413
07/26/2006 10:46 AM
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9. Signature:

IAN PH ROBERTS

Signature

20-07-2006

Date

Name of Person Signing

Total number of pages including cover sheet, attachments, and documents: 6

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to: Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

TRADEMARK
REEL: 003371 FRAME: 0031

DATE 3 FEBRUARY 2006

EMAP CONSUMER MEDIA LIMITED

- and -

ASCENT PUBLISHING LIMITED

**ASSIGNMENT OF
TRADE MARKS**

FARRER & CO
66 Lincoln's Inn Fields
London WC2A 3LA

ASSIGNMENT OF TRADE MARKS

DATE

3rd FEBRUARY

2006

BETWEEN

- (1) **EMAP CONSUMER MEDIA LIMITED** (registered in England and Wales under number 01176085) whose registered office is at Wentworth House, Wentworth Street, Peterborough PE1 1DS ("the Assignor")
- (2) **ASCENT PUBLISHING LIMITED** (registered in England and Wales under number 2561341) whose registered office is at St Giles House, 50 Poland Street, London W1F 7AX ("the Assignee")

INTRODUCTION

- (A) The Assignor is the beneficial owner and registered proprietor of the Trade Marks (as defined below).
- (B) By the terms of the Business Purchase Agreement, the Assignor has agreed to assign the Trade Marks to the Assignee.

AGREEMENT

1 **Definitions**

In this Assignment the following words shall have the following meanings:-

Parties: the parties to this Assignment;

Business Purchase Agreement: the agreement entered into between the Assignor and the Assignee on the same date as this Assignment, in relation to the sale and purchase of the Period Living and Tradition Homes Magazine business; and

Trade Marks: those registered trade marks listed in the Schedule 1 of the Business Purchase Agreement.

Words and expressions defined in the Business Purchase Agreement shall bear the same meanings when used in this Assignment.

2 **Assignment**

Under the terms of the Business Purchase Agreement and for the consideration to be allocated according to Clause 3 of the Business Purchase Agreement, the Assignor hereby transfers and assigns to the Assignee all right title and interest in the Trade Marks.

3 **Rights of third parties**

No term of this Agreement shall be enforceable under the contract (Rights of Third Parties) Act 1999 by a third party.

4 **Governing law and jurisdiction**

4.1 This Agreement shall be governed by and construed in accordance with the laws of England.

4.2 The Parties submit to the exclusive jurisdiction of the courts of England and Wales as regards any claim, dispute or matter arising out of or relating to this Assignment or any of the documents to be executed pursuant to this Assignment.

The Parties or their duly authorised representatives have accordingly executed this Agreement as a Deed on the date stated above.

EXECUTED as a DEED by)
EMAP CONSUMER MEDIA)
LIMITED)
acting by)

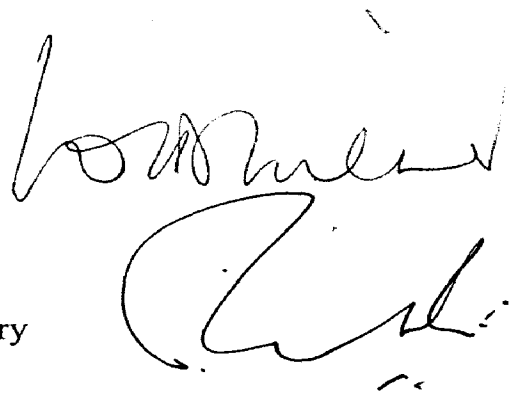
Director

Director/Secretary

EXECUTED as a DEED by)
ASCENT PUBLISHING LIMITED)
acting by)

Director

Director/Secretary



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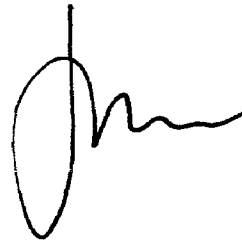
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EXECUTED as a DEED by)
EMAP CONSUMER MEDIA)
LIMITED)
acting by)



Director

Director/Secretary



EXECUTED as a DEED by)
ASCENT PUBLISHING LIMITED)
acting by)

Director

Director/Secretary

SCHEDULE 1

The Name

Trade Mark	Country	Status	Trade Mark No.	Class Covered	Renewal Date
Period Living and Traditional Homes Period Living & Traditional Homes	UK	Registered	2122891	09; 16; 41	07.02.2007
Period Living and Traditional Homes	UK	Registered	2334422	41 (enhanced for on-line)	10.06.2013
Period Living & Traditional Homes	US	Registered	2703413	IC 09; 16; 41; 42	07.04.2010*

* Provided the then registered owner submits an affidavit of continuing use (or as otherwise required) both (i) between the 4th and 5th year of registration and (ii) shortly before the date of renewal (but the Buyer must satisfy itself as to US renewal requirements and obligations and the provisions of this paragraph are provided for indicative purposes only)

