

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
Gruner + Jahr Printing & Publishing Co.		07/12/2005	PARTNERSHIP: DELAWARE
RECEIVING PARTY DATA			
Name:	Mansueto Ventures LLC		
Street Address:	375 Lexington Avenue		
Internal Address:	8th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10017		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	76617601	GROWING YOUR COMPANY	
CORRESPONDENCE DATA			
Fax Number:	(212)660-3001		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	rverner@sandw.com		
Correspondent Name:	Richard B. Verner		
Address Line 1:	1290 Avenue of the Americas		
Address Line 4:	New York, NEW YORK 10104		
ATTORNEY DOCKET NUMBER:	20960.1		
NAME OF SUBMITTER:	Richard B. Verner		
Signature:	/Richard B. Verner/		
Date:	09/07/2006		

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Total Attachments: 4

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ASSIGNMENT

This ASSIGNMENT dated July 12, 2005 ("**Assignment**") is made by GRUNER + JAHR PRINTING AND PUBLISHING CO. (by its publishing division, GRUNER + JAHR USA PUBLISHING), a Delaware general partnership ("**Assignor**"), to MANSUETO VENTURES LLC, a Delaware limited liability company ("**Assignee**"). Capitalized terms used but not otherwise defined herein shall have the respective meanings assigned to them in the Purchase Agreement (as defined below).

WHEREAS, the Assignor is the owner of (a) the registered Trademarks listed on Schedule 1 hereto and (b) the Trademarks listed on Schedule 1 hereto as to which an application for registration has been submitted to a Governmental Authority (collectively, the "**Trademarks**"); and

WHEREAS, pursuant to that certain Asset Purchase Agreement dated as of June 24, 2005 (the "**Purchase Agreement**") between Assignee and Assignor, Assignor desires to assign, transfer, convey and sell, and Assignee desires to acquire, all of Assignor's right, title and interest in, to and under the Trademarks;

NOW, THEREFORE, in consideration of the mutual agreements contained herein and in the Purchase Agreement, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto hereby agree as follows:

(i) Assignor does hereby sell, assign, transfer and convey to Assignee all of the Assignor's right, title and interest in, to and under the Trademarks, including, but not limited to, all of the Assignor's right, title and interest in and to the ownership renewal, protection, use and exploitation of the Trademarks and any goodwill related thereto.

(ii) Assignor and Assignee agree to execute all documents and to perform such other proper acts as Assignee may reasonably deem necessary to record the assignment of the Trademarks made by this Assignment.

(iii) Assignor, from time to time after the Closing, at Assignee's request, shall execute, acknowledge and deliver to Assignee such other instruments of conveyance and transfer and will take such other actions, including but not limited to causing any third party listed as the registered owner of any of the Trademarks with the applicable trademark office, including but not limited to Fast Company Media LLC and Fast Company, to take such other actions, and execute and deliver, or cause to be executed or delivered by any such third party, such other documents, certifications and further assurances, as Assignee may reasonably require in order to vest title more effectively in Assignee, or to put Assignee more fully in possession of, any of the Trademarks.

(iv) Assignee shall have all rights to damages or profits, due or accrued, or arising out of any past, present or future infringement or misappropriation of the Trademarks and the right to sue for and recover damages arising from, and to obtain equitable or injunctive relief for the protection from, such infringement or misappropriation, except that if Assignee recovers any monetary damages for any such infringement or misappropriation that occurred or was occurring prior to the execution of this Assignment, Assignee will be required to remit to Assignor a pro-rata share of monies awarded or recovered attributable to such pre-execution infringement or misappropriation ("**Pre-Closing Damages**"), provided that Assignor has reimbursed Assignee for reasonable legal fees and costs related to or arising out of such pre-execution infringement or litigation ("**Litigation Costs**"). Assignor shall not be obligated to pay Litigation Costs other than those associated with any litigation related to pre-execution infringement or misappropriation, nor shall Assignor be obligated to pay any Litigation Costs, provided that failure to pay such costs will cause Assignor to forfeit its right to receive Pre-Closing Damages related thereto.

(v) This Assignment is subject in all events to the terms and conditions of the Purchase Agreement and, in the event of a conflict or inconsistency between this Assignment and the Purchase Agreement, the terms of the Purchase Agreement shall prevail.

(vi) This Assignment shall be governed by and construed in accordance with the laws of the State of New York, without regard to the conflicts of law provisions thereof.

[Remainder of page intentionally left blank]

IN WITNESS WHEREOF, Assignor has caused this Assignment to be duly executed and delivered as of the date first set forth above.

ASSIGNOR:

GRUNER + JAHR PRINTING AND PUBLISHING CO.

By: Gruner + Jahr USA Publishing, its Publishing Division

By: *Patricia Mule*
Name: *Patricia Mule*
Title: *Vice President*

ASSIGNEE:

MANSUETO VENTURES LLC

By: Mansueto Ventures LLC

By: *Kristine Kern*
Name: *Kristine Kern*
Title: *general manager*

Acknowledgment

STATE OF NEW YORK)
 ss.:
COUNTY OF NEW YORK)

On 4.18.2006, before me personally appeared Patricia Mule the Vice President of Gruner + Jahr USA Publishing and Kristine Kern the general mgr of Mansueto Ventures, LLC, personally known to me to be the person whose name is subscribed to the within instrument, and acknowledged to me that s/he executed the within instrument with authority of the Board of Directors in his/her capacity to act on behalf of said Corporation, and that, by his/her signature on the within instrument, the person or entity on behalf of which s/he acted executed the within instrument.

Sworn to before me this 18
day of April 2006

Jennifer A. Cudjoe
Notary Public

JENNIFER A. CUDJOE
Notary Public, State of New York
No. 4985031
Qualified in Kings County
Certificate Filed in New York County
Commission Expires August 5, 2009

Schedule 1

<u>Trademark/Service Mark</u>	<u>Application/Registration No.</u>	<u>Jurisdiction</u>
GROWING YOUR COMPANY	76/617,601	USA
INC.	B85/5746	South Africa
INC.	130,409	Venezuela