

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Primedia Special Interest Publications Inc.		08/31/2006	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Interweave Press, LLC		
Street Address:	201 E. Fourth Street		
City:	Loveland		
State/Country:	COLORADO		
Postal Code:	80537		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	2279016	LAPIDARY JOURNAL	
Registration Number:	2305443	COLORED STONE	
Registration Number:	2328212	TUCSON SHOW GUIDE	
CORRESPONDENCE DATA			
Fax Number:	(212)415-8701		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(212) 415-8700		
Email:	ptotmcommunications@morganfinnegan.com		
Correspondent Name:	Morgan & Finnegan, L.L.P.		
Address Line 1:	3 World Financial Center		
Address Line 4:	New York, NEW YORK 10281-2101		
ATTORNEY DOCKET NUMBER:	4817-4013		
NAME OF SUBMITTER:	Christine F. Benton		

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Signature:

/Christine F. Benton/

Date:

09/21/2006

Total Attachments: 3

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment") is executed and delivered as of September 1, 2006, by Primedia Special Interest Publications Inc., a Delaware corporation having an office at 745 Fifth Avenue, New York, NY 10151 ("Assignor") in favor of Interweave Press, LLC, a Delaware limited liability company having an office at 201 E. Fourth Street, Loveland, CO 80537 ("Assignee"). Capitalized terms not otherwise defined herein shall have the meanings ascribed to them in the Purchase Agreement.

WHEREAS, pursuant to that certain Asset Purchase Agreement, dated as of September 1, 2006 (the "Purchase Agreement"), by and among Assignor, Primedia Inc. and Assignee, Assignor has agreed to execute this Assignment to enable Assignee to record the assignment of (i) the trademarks and trademark applications, and (ii) all divisions, reissues, reexaminations, substitutions, continuations, continuations-in-part, foreign counterparts, and extensions of the trademarks and trademark applications, in each case listed on Schedule 1 hereto (the "Assigned Marks").

NOW, THEREFORE, for good and valuable consideration provided in the Purchase Agreement, and other good and valuable consideration, the receipt and adequacy of which are acknowledged, the parties hereby agree as follows:

1. Assignor hereby conveys, transfers, and assigns to Assignee all right, title, and interest of Assignor in and to the Assigned Marks, including the right to sue and recover for damages for past, present and future infringement thereof and all related common law rights and goodwill associated therewith.
2. Assignor authorizes and requests the Commissioner of Patents and Trademarks of the United States and the equivalent office in each country in which the Assigned Marks are registered to record Assignee as the owner of the Assigned Marks and issue any trademarks which may be granted on any applications included in the Assigned Marks to Assignee as assignee of the entire right, title and interest therein and thereto.
3. Assignor agrees to execute any powers of attorney, applications, assignments, declarations, affidavits, and other papers and to take such further actions as may be necessary to transfer, record and perfect the right, title, and interest of Assignee in the Assigned Marks.

PRIMEDIA SPECIAL INTEREST
PUBLICATIONS INC.

By: Robert J. Spizzo
Name: ROBERT J. SPIZZO
Title: SUP, CAO & Controller

State of NY
County of NY

On this 31st day of August, 2006, before me the signatory above personally appeared and acknowledged to be the above-stated officer of Primedia Special Interest Publications Inc., and that in such capacity, being authorized so to do, executed the foregoing instrument for the purposes therein contained.

Jason S. Thaler
Notary Public
[SEAL]

JASON S. THALER
Notary Public, State of New York
No. 02TH6062273
Qualified in New York County
Commission Expires August 6, 2009

Schedule 1 to Trademark Assignment

Assigned Marks

COUNTRY	MARK	REG NO.	REG. DATE	REGISTRANT	CLASS
USA	COLORED STONE	2305443	1/4/2000	PRIMEDIA SPECIAL INTEREST PUBLICATIONS INC.	16: FOR MAGAZINE ABOUT GEMSTONES
USA	LAPIDARY JOURNAL	2279016	9/21/1999	PRIMEDIA SPECIAL INTEREST PUBLICATIONS INC.	16: MAGAZINES ABOUT GEMS, JEWELRY ARTS, BEADS AND MINERALS
USA	TUCSON SHOW GUIDE	2328212	3/14/2000	PRIMEDIA SPECIAL INTEREST PUBLICATIONS INC.	16: A DIRECTORY OF DEALERS, PRODUCTS, SERVICES, AND OTHER INFORMATION OF INTEREST TO ATTENDEES AT VARIOUS JEWELRY AND GEMSTONE TRADE SHOWS IN TUCSON