

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
Bauer Creative Services, Inc.		09/22/2006	CORPORATION: TEXAS

RECEIVING PARTY DATA	
Name:	Heinrich Bauer Verlag Beteiligungs GmbH
Street Address:	270 Sylvan Avenue
City:	Englewood
State/Country:	NEW JERSEY
Postal Code:	07632
Entity Type:	CORPORATION: GERMANY

PROPERTY NUMBERS Total: 11

Property Type	Number	Word Mark
Serial Number:	78344360	ALIST
Serial Number:	78344367	A-LIST
Serial Number:	78730019	CELEBRITY
Serial Number:	78898717	CELEBRITY 24/7
Serial Number:	78718394	CLICK WEEKLY
Serial Number:	78357895	EYE CANDY
Serial Number:	78897998	NEWS UP CLOSE
Serial Number:	78353752	RED CARPET
Serial Number:	78384490	STREET
Serial Number:	78357889	UP CLOSE
Serial Number:	78679609	WHO

CORRESPONDENCE DATA	
Fax Number:	(312)222-0818
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	

CH \$290.00 78344360

Email: chiipdocket@michaelbest.com
Correspondent Name: Judith L. Grubner
Address Line 1: Two Prudential Plaza
Address Line 2: 180 N. Stetson Avenue, Suite 2000
Address Line 4: Chicago, ILLINOIS 60601

ATTORNEY DOCKET NUMBER:	201409-9008
NAME OF SUBMITTER:	Judith L. Grubner
Signature:	/judith l grubner/
Date:	09/26/2006

Total Attachments: 2
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ASSIGNMENT OF TRADEMARKS

WHEREAS, Bauer Creative Services, Inc., a Texas corporation, having a place of business at 270 Sylvan Avenue, Englewood Cliffs, NJ 07632 (hereinafter "Assignor"), owns all right, title and interest in and to the trademarks and applications and registrations therefor, listed on the attached SCHEDULE OF TRADEMARKS, and the goodwill of the business symbolized by the aforesaid trademarks; and

WHEREAS, Heinrich Bauer Verlag Beteiligungs GmbH, a corporation of Germany and successor to Assignor's ongoing and existing business to which the marks pertain, having a place of business at 270 Sylvan Avenue, Englewood, NJ 07632 (hereinafter "Assignee"), desires to acquire all of ASSIGNOR's right, title and interest in and to the aforesaid trademarks and registrations therefor and the goodwill of the business symbolized by said trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, said ASSIGNOR has sold, transferred, and assigned and by these presents does hereby sell, transfer, and assign to ASSIGNEE, its successors, assigns and legal representatives, all of the right, title, and interest in and to the trademarks and registrations therefor listed on attached SCHEDULE OF TRADEMARKS and the goodwill of the business symbolized by said trademarks.

IN WITNESS WHEREOF this Assignment has been duly executed by an authorized officer of ASSIGNOR and of ASSIGNEE.

Bauer Creative Services, Inc. (Assignor)

Heinrich Bauer Verlag Beteiligungs GmbH
(Assignee)

[Signature]
Name: GREGORY A. WELCH
Title: GENERAL COUNSEL
Date: 9/20/06

[Signature]
Name: RICH TEEHAN
Title: V.P. - F&A
Date: 9/22/06

State of NEW JERSEY) ACKNOWLEDGMENT
County of ESSEX) ss.

State of NJ) ACKNOWLEDGMENT
County of Bergen) ss.

Subscribed and sworn to before me this 22nd day of SEPTEMBER, 2006.

Subscribed and sworn to before me this 22nd day of SEP, 2006.

[Signature]
Notary Public

[Signature]
LINA M GOMEZ
NOTARY PUBLIC
STATE OF NEW JERSEY
MY COMMISSION EXPIRES JULY 24, 2011

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SCHEDULE OF TRADEMARKS

U.S. TRADEMARKS

Trademark	Country	Status	Appln. No.
ALIST	United States	Pending	78/344360
A-LIST	United States	Pending	78/344367
CELEBRITY	United States	Pending	78/730019
CELEBRITY 24/7	United States	Pending	78/898717
CLICK WEEKLY	United States	Pending	78/718394
EYE CANDY	United States	Allowed	78/357895
NEWS UP CLOSE	United States	Pending	78/897998
RED CARPET	United States	Allowed	78/353752
STREET	United States	Published	78/384490
UP CLOSE	United States	Allowed	78/357889
WHO	United States	Allowed	78/679609

FOREIGN TRADEMARKS

Trademark	Country	Status	Appln. No.
ALIST	Canada	Allowed	1221216
A-LIST	Canada	Allowed	1221219
CELEBRITY	Canada	Allowed	1222454
CELEBRITY 24/7	Canada	Pending	1304197
CLOSE UP	Canada	Pending	1222940
EYE CANDY	Canada	Allowed	1222938
ICON	Canada	Allowed	1221408
IS IT TRUE?	Canada	Allowed	1268749
NEWS	Canada	Pending	1222912
NEWS UP CLOSE	Canada	Pending	1303822
RED CARPET	Canada	Allowed	1222455
SHUT UP	Canada	Allowed	1222456
STREET	Canada	Allowed	1222936
TEEN LIFE & STYLE	Canada	Pending	1247206
UP CLOSE	Canada	Allowed	1222941
WHO	Canada	Pending	1303820