

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
Primedia Enthusiast Publications, Inc.		09/26/2006	CORPORATION: PENNSYLVANIA
RECEIVING PARTY DATA			
Name:	Enthusiast Media LLC		
Street Address:	711 Fifth Avenue, 15th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10022		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2469668	JOY OF SCENTS	
CORRESPONDENCE DATA			
Fax Number:	(202)887-4288		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	202.887.4000		
Email:	dlee@akingump.com		
Correspondent Name:	David C. Lee		
Address Line 1:	1333 New Hampshire Ave., N.W.		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20036-1564		
ATTORNEY DOCKET NUMBER:	071935.0004		
NAME OF SUBMITTER:	David C. Lee		
Signature:	/David C. Lee/		
Date:	10/03/2006		

CH \$40.00 2469668

Total Attachments: 2

source=TMAssignPrimediaEnthu#page1.tif

source=TMAssignPrimediaEnthu#page2.tif

TRADEMARK ASSIGNMENT

WHEREAS, Primedia Enthusiast Publications, Inc., a Pennsylvania corporation with an address of 745 Fifth Avenue, New York, NY 10151 ("Assignor"), is the owner of all right, title and interest in and to the trademarks and the registration and pending applications therefor as set forth on Schedule A hereto (the "Marks");


WHEREAS, Enthusiast Media LLC, a Delaware limited liability company with an address at 711 Fifth Avenue, 15th Floor, New York, NY 10022 ("Assignee"), is desirous of acquiring from Assignor the entire right, title and interest in and to said Marks, and the goodwill of the business in connection with which the Marks are used;

WHEREAS, it is desired that the assignment of said Marks be made of record in the United States Patent and Trademark Office, as appropriate, and other appropriate Patent and Trademark Offices, if applicable.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, and intending to be legally bound hereby, said Assignor hereby assigns to said Assignee all right, title and interest in and to the said Marks, together with the goodwill of the business symbolized by the said Marks, including but not limited to all causes of action for any and all previously occurring infringements of the rights being assigned and the right to receive and retain the proceeds relating to those infringements. .

Dated this ___ day of September, 2006.

Primedia Enthusiast Publications, Inc.


Name: Sheila Spence
Title: SVP

Schedule A to Trademark Assignment

Trademark Registrations and Trademark Applications

<u>Country</u>	<u>Mark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>	<u>Registrant</u>
United States	JOY OF SCENTS	2469668	07/17/2001	Primedia Enthusiast Publications, Inc.