

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet 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 |
| PRIMEDIANet, Inc. | | 09/26/2006 | CORPORATION: DELAWARE |
| 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: | 2462962 | CRAFTSHOP.COM | |
| 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 | | |

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Total Attachments: 2

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TRADEMARK ASSIGNMENT

WHEREAS, PRIMEDIANet, Inc., a Delaware 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.

PRIMEDIANet, 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 | CRAFTSHOP.COM | 2462962 | 06/19/2001 | PRIMEDIANet, Inc. |