

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 |
|--|----------|----------------|-----------------------|
| Primedia Special Interest Publications, 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: 23

| Property Type | Number | Word Mark |
|----------------------|---------|------------------------------------|
| Registration Number: | 2489887 | CK OK |
| Registration Number: | 2478963 | CK OK |
| Registration Number: | 2703742 | CRAFTS |
| Registration Number: | 2778816 | CREATING KEEPSAKES |
| Registration Number: | 2765973 | CREATING KEEPSAKES |
| Registration Number: | 3058377 | CKU CREATING KEEPSAKES UNIVERSITY |
| Registration Number: | 2626145 | FLIPLIETTES |
| Registration Number: | 2602333 | JOURNALETTES |
| Registration Number: | 2553336 | MOM'S LITTLE BOOK OF |
| Registration Number: | 1554638 | PCM PROFITABLE CRAFT MERCHANDISING |
| Registration Number: | 2146731 | QUICK QUILTS |
| Registration Number: | 2395118 | READERS' CHOICE |
| Registration Number: | 2391161 | READERS' CHOICE |

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| Registration Number: | 1571806 | SEW NEWS |
| Registration Number: | 2522439 | STAMP IT! |
| Registration Number: | 2236306 | VINTAGE QUILTS |
| Serial Number: | 78498332 | BECKY H. |
| Serial Number: | 78533815 | CREATING KEEPSAKES |
| Serial Number: | 76317236 | CREATING KEEPSAKES UNIVERSITY |
| Serial Number: | 78498335 | LISA B. |
| Serial Number: | 78326879 | PAPER CRAFTS MAGAZINE |
| Serial Number: | 78461648 | SCRAPLIFTABLES |
| Serial Number: | 78883550 | SIMPLE SCRAPBOOKS |

CORRESPONDENCE DATA

Fax Number: (202)887-4288
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 202.887.4000
Email: dlee@akingump.com
Correspondent Name: David C. Lee
Address Line 1: 1333 New Hampshire Ave., N.W.
Address Line 2: Akin Gump Strauss Hauer & Feld LLP
Address Line 4: Washington, DISTRICT OF COLUMBIA 20036-1564

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|-------------------------|----------------|
| ATTORNEY DOCKET NUMBER: | 071935.0004 |
| NAME OF SUBMITTER: | David C. Lee |
| Signature: | /David C. Lee/ |
| Date: | 10/03/2006 |

Total Attachments: 4
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source=TMAssinPrimediaSpecial#page3.tif
source=TMAssinPrimediaSpecial#page4.tif

TRADEMARK ASSIGNMENT

WHEREAS, Primedia Special Interest Publications, 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.

Primedia Special Interest 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> |
|----------------|---|-----------------|------------------|--|
| Australia | CREATING KEEPSAKES | 933445 | 06/01/2004 | Primedia Special Interest Publications, Inc. |
| Japan | CREATING KEEPSAKES UNIVERSITY | 4911819 | 12/02/2005 | Primedia Special Interest Publications, Inc. |
| Japan | KEEPSAKES with Katakana | 4918214 | 12/22/2005 | Primedia Special Interest Publications, Inc. |
| Japan | SIMPLE SCRAPBOOKS | 4919368 | 01/06/2006 | Primedia Special Interest Publications, Inc. |
| United States | CK OK | 2489887 | 09/18/2001 | Primedia Special Interest Publications, Inc. |
| United States | CK OK and Design | 2478963 | 08/21/2001 | Primedia Special Interest Publications, Inc. |
| United States | CRAFTS (STYLIZED) | 2703742 | 04/08/2003 | Primedia Special Interest Publications, Inc. |
| United States | CREATING KEEPSAKES | 2778816 | 11/04/2003 | Primedia Special Interest Publications, Inc. |
| United States | CREATING KEEPSAKES and Design | 2765973 | 09/23/2003 | Primedia Special Interest Publications, Inc. |
| United States | CREATING KEEPSAKES UNIVERSITY & DESIGN | 3058377 | 02/14/2006 | Primedia Special Interest Publications, Inc. |
| United States | FLIPLETTES | 2626145 | 09/24/2002 | Primedia Special Interest Publications, Inc. |
| United States | JOURNALETTES | 2602333 | 07/30/2002 | Primedia Special Interest Publications, Inc. |
| United States | MOM'S LITTLE BOOK OF | 2553336 | 03/26/2002 | Primedia Special Interest Publications, Inc. |
| United States | PCM PROFITABLE CRAFT MERCHANDISING AND DESIGN | 1554638 | 09/05/1989 | Primedia Special Interest Publications, Inc. |
| United States | QUICK QUILTS | 2146731 | 03/24/1998 | Primedia Special Interest Publications, Inc. |
| United States | READERS' CHOICE and Design | 2395118 | 10/17/2000 | Primedia Special Interest Publications, Inc. |
| United States | READERS' CHOICE and Design | 2391161 | 10/03/2000 | Primedia Special Interest Publications, Inc. |
| United States | SEW NEWS | 1571806 | 12/19/1989 | Primedia Special Interest Publications, Inc. |
| United States | STAMP IT! | 2522439 | 12/25/2001 | Primedia Special Interest Publications, Inc. |
| United States | VINTAGE QUILTS | 2236306 | 03/30/1999 | Primedia Special Interest Publications, Inc. |

| <u>Country</u> | <u>Mark</u> | <u>Application No.</u> | <u>Application Date</u> | <u>Applicant</u> |
|----------------|-------------------------------|------------------------|-------------------------|--|
| Japan | CREATING KEEPSAKES | 47543/2005 | 05/30/2005 | Primedia Special Interest Publications, Inc. |
| South Africa | CREATING KEEPSAKES | 2005/19903 | 09/20/2005 | Primedia Special Interest Publications, Inc. |
| South Africa | CREATING KEEPSAKES | 2005/19904 | 09/20/2005 | Primedia Special Interest Publications, Inc. |
| South Africa | CREATING KEEPSAKES | 2005/19905 | 09/20/2005 | Primedia Special Interest Publications, Inc. |
| South Africa | CREATING KEEPSAKES | 2005/19906 | 09/20/2005 | Primedia Special Interest Publications, Inc. |
| South Africa | CREATING KEEPSAKES | 2005/19901 | 09/20/2005 | Primedia Special Interest Publications, Inc. |
| South Africa | CREATING KEEPSAKES | 2005/19902 | 09/20/2005 | Primedia Special Interest Publications, Inc. |
| South Africa | CREATING KEEPSAKES UNIVERSITY | 200519907 | 09/20/2005 | Primedia Special Interest Publications, Inc. |
| United States | BECKY H. | 78/498332 | 10/12/2004 | Primedia Special Interest Publications, Inc. |
| United States | CREATING KEEPSAKES and Design | 78/533815 | 12/16/2004 | Primedia Special Interest Publications, Inc. |
| United States | CREATING KEEPSAKES UNIVERSITY | 76/317236 | 09/26/2001 | Primedia Special Interest Publications, Inc. |
| United States | LISA B. | 78/498335 | 10/12/2004 | Primedia Special Interest Publications, Inc. |
| United States | PAPER CRAFTS & Design | 78/326879 | 11/12/2003 | Primedia Special Interest Publications, Inc. |
| United States | SCRAPLIFTABLES | 78/461648 | 08/04/2004 | Primedia Special Interest Publications, Inc. |
| United States | SIMPLE SCRAPBOOKS | 78/883550 | 05/15/2006 | Primedia Special Interest Publications, Inc. |

Common Law Trademarks

Quilter's Newsletter Magazine
 Quiltmaker
 McCall's Quilting *
 McCall's Quick Quilts *
 Sew News
 Creative Machine Embroidery
 Quilter's Home
 Quilt It
 Quilter's Village

MemoryTrends
CrafTrends
Sew Simple
Creating Keepsakes
PaperCrafts
Simple Scrapbooks

*Assignor has no rights to use McCall's trademark alone but may only be used in conjunction with QuickQuilts and Quilting

Domain Names

ckscrapbookevents.com
simplescrapbooksmag.com
creativemachineembroidery.com
cmemag.com
craftrends.com
papercraftsmag.com
craftsmag.com
sewnews.com
sewnewsmag.com
sewnshop.com
qnm.com
lisabearnson.com

quickquilts.com
quiltersnewsletter.com
quiltersnewslettermagazine.com
quiltmaker.com
mccallsquilting.com
quiltersvillage.com
villagequiltshoppe.com
paperandembroidery.com
quiltingandembroidery.com
quiltershomemag.com
memorytrends.com
creatingkeepsakes.com