

## 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
Fairchild Publications, Inc.		11/02/2006	CORPORATION: CONNECTICUT
RECEIVING PARTY DATA			
Name:	Prism Business Media Inc.		
Street Address:	249 W. 17th Street, 4th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10011		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Serial Number:	76595173	SN'S WH WHOLE HEALTH	
Registration Number:	1807439	SN	
Registration Number:	1797380	SUPERMARKET BEVERAGE	
Registration Number:	1797381	SUPERMARKET CANDY	
Registration Number:	0636191	SUPERMARKET NEWS	
CORRESPONDENCE DATA			
Fax Number:	(215)279-9394		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Email:	jordan.lavine@flastergreenberg.com		
Correspondent Name:	Jordan A. LaVine		
Address Line 1:	1628 John F. Kennedy Blvd., 15th Floor		
Address Line 4:	Philadelphia, PENNSYLVANIA 19103		
ATTORNEY DOCKET NUMBER:	P0522.5006		
NAME OF SUBMITTER:	Jordan A. LaVine		

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REEL: 003422 FRAME: 0616

Signature:	/Jordan A. LaVine/
Date:	11/06/2006
Total Attachments: 2 source=prism assignment#page1.tif source=prism assignment#page2.tif	

## TRADEMARK ASSIGNMENT

WHEREAS, Fairchild Publications, Inc. ("Assignor"), a Connecticut corporation located at 750 Third Avenue, New York, New York, 10017, is the owner of the Trademarks and domain names shown on the attached Schedule; and

WHEREAS, Prism Business Media Inc. ("Assignee"), a Delaware Corporation located at 249 West 17<sup>th</sup> Street, New York, New York 10011, is desirous of acquiring said Trademarks and domain names as shown on the attached Schedule;

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby sell, assign, transfer and set over unto Assignee all right, title and interest in and to the Trademarks and their corresponding applications and registrations thereof and the domain names and their corresponding registrations therefor, together with the goodwill symbolized by said trademarks and domain names and their corresponding applications and registrations therefor, and the right to sue for any past infringement.

FAIRCHILD PUBLICATIONS, INC.

By: 

Name: Primalia Chang

Title: Vice President

Dated: November 2, 2006

**SCHEDULE 1.1(b)**

**Trademark Registrations**

<b><u>Mark</u></b>	<b><u>Application No.</u></b>	<b><u>Registration No.</u></b>	<b><u>Status</u></b>
<b><u>USA</u></b>			
SN (Stylized)	74/289436	1807439	Renewal Due 11/30/2013
SN'S WH Whole Health	76/595173		Statement of Use or request for ext. of time to file a statement of use due 3/27/2007
Supermarket Beverage	74/334812	1797380	Renewal Due 10/5/2013
Supermarket Candy	74/334827	1797381	Renewal Due 10/5/2013
Supermarket News	71/629238	636191	Renewal Due 10/26/2013
<b><u>European Community</u></b>			
SN Supermarket News (Design)	807628	807628	Renewal Due 4/21/2008

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