

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
WallText, Inc.		10/31/2006	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	MEREDITH CORPORATION		
Street Address:	1716 LOCUST STREET		
City:	DES MOINES		
State/Country:	IOWA		
Postal Code:	50309		
Entity Type:	CORPORATION: IOWA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2672363	READYMADE	
CORRESPONDENCE DATA			
Fax Number:	(515)284-2776		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	515-284-2167		
Email:	becky.king@meredith.com		
Correspondent Name:	MEREDITH CORPORATION		
Address Line 1:	1716 LOCUST STREET		
Address Line 4:	DES MOINES, IOWA 50309		
NAME OF SUBMITTER:	Rebecca J. King		
Signature:	/Rebecca J. King/		
Date:	11/13/2006		

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Total Attachments: 3
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ASSIGNMENT OF INTELLECTUAL PROPERTY

WallText, Inc., a California corporation (“Assignor”), for good and valuable consideration, the receipt and sufficiency of which is acknowledged, does hereby sell, assign, transfer and convey to Meredith Corporation, an Iowa corporation, 1716 Locust Street, Des Moines, IA 50309 (“Assignee”), all of Assignor’s right, title and interest in and to the trade names, trade marks and patents which are set forth on Exhibit A (attached hereto and incorporated herein) which have been registered by Assignor with the U.S. Patent and Trademark Office (the “Intellectual Property”). The foregoing Intellectual Property shall be held and enjoyed by the Assignee for its own use and for the use of its successors, assigns or other legal representatives, together with all claims for damages by reason of past, present and future infringement of the rights assigned under this Assignment, with the right to sue for and collect the same for its own use and benefit, and for the use and benefit of its successors, assigns and other legal representatives, as fully and entirely as the same would have been held and enjoyed by the Assignor if this transfer to the Assignee had not been made.

The Assignor agrees to execute and deliver to the Assignee, upon the Assignee’s demand, such notices and other documents as are necessary to effectuate the transfer of title contemplated by this Assignment. This Assignment and all of Assignor’s obligations hereunder shall inure to the benefit of the Assignee and its successors and assigns and shall be binding upon Assignor and its successors and assigns, effective immediately upon its delivery to the Assignee.

Assignor authorizes and requests that the United States Commissioner of Patents and Trademarks and/or any other respective governmental agency record Assignee as the owner of the entire right, title and interest in and to the Intellectual Property, for the sole use and enjoyment of Assignee, its successors, assigns or other legal representatives.

IN WITNESS WHEREOF, Assignor has executed this Assignment effective as of the 31st day of October, 2006.

WALLTEXT, INC., ASSIGNOR

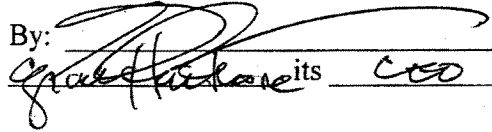
By:  its CEO

EXHIBIT A

<u>Trademark/Trade Name/Patent</u>	<u>Serial/Registration #</u>	<u>Registration Date</u>
READYMADE	2672363	January 7, 2003

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