

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

12/07/2006
900064153

SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT
NATURE OF CONVEYANCE:	Corrective Assignment to correct the Correct assignor name previously recorded on Reel 003437 Frame 0251. Assignor(s) hereby confirms the Intelligent Property Assignment.

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
MacFadden Dance Magazine, LLC		08/10/2006	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	MACFADDEN PERFORMING ARTS MEDIA, LLC
Also Known As:	AKA Macfadden Dance Magazine, LLC
Street Address:	333 Seventh Avenue
City:	New York
State/Country:	NEW YORK
Postal Code:	10001
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 7

Property Type	Number	Word Mark
Serial Number:	78710089	THE WORLD AT YOUR FEET
Serial Number:	78685140	DANCE MAGAZINE
Serial Number:	78684125	THE INDUSTRY BIBLE
Serial Number:	76551041	YOUNG DANCER
Serial Number:	75219383	THE YOUNG DANCER
Serial Number:	74723989	DANCE MAGAZINE
Serial Number:	71656520	DANCE

CORRESPONDENCE DATA

Fax Number: (212)245-3009
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 212-541-8222

OP \$190.00 78710089

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PAGE 005/011

Fax Server

Email: skaplan@kanekessler.com
Correspondent Name: Susan S. Kaplan
Address Line 1: 1350 Avenue of the Americas
Address Line 2: Kane Kessler, P.C.
Address Line 4: New York, NEW YORK 10019

ATTORNEY DOCKET NUMBER:

3799-11

NAME OF SUBMITTER:

Susan S. Kaplan

Signature:

/susan s. kaplan/

Date:

12/07/2006

Total Attachments: 6

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TRADEMARK

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TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

12/01/2006
 900063726

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		Intangible Property Assignment	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
LIFESTYLE MEDIA, INC.		08/10/2006	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	MACFADDEN PERFORMING ARTS MEDIA, LLC		
Also Known As:	AKA Macfadden Dance Magazine, LLC		
Street Address:	333 Seventh Avenue		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10001		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 7			
Property Type	Number	Word Mark	
Serial Number:	78710089	THE WORLD AT YOUR FEET	
Serial Number:	78685140	DANCE MAGAZINE	
Serial Number:	78684125	THE INDUSTRY BIBLE	
Serial Number:	76551041	YOUNG DANCER	
Serial Number:	75219383	THE YOUNG DANCER	
Serial Number:	74723989	DANCE MAGAZINE	
Serial Number:	71656520	DANCE	
CORRESPONDENCE DATA			
Fax Number:	(212)245-3009		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	212-541-6222		
Email:	skaplan@kanekessler.com		
Correspondent Name:	Susan S. Kaplan		
Address Line 1:	1350 Avenue of the Americas		

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PAGE 005/005

Fax Server

Address Line 2: Kane Kessler, P.C.	
Address Line 4: New York, NEW YORK 10019	
ATTORNEY DOCKET NUMBER:	3799-5
NAME OF SUBMITTER:	Susan S. Kaplan
Signature:	/susan s. kaplan/
Date:	12/01/2006
Total Attachments: 4 source=LIFESTYLE MEDIA MACFADDEN 8-10-06 II#page1.tif source=LIFESTYLE MEDIA MACFADDEN 8-10-06 II#page2.tif source=LIFESTYLE MEDIA MACFADDEN 8-10-06 II#page3.tif source=LIFESTYLE MEDIA MACFADDEN 8-10-06 II#page4.tif	

INTANGIBLE PROPERTY ASSIGNMENT AGREEMENT

This INTANGIBLE PROPERTY ASSIGNMENT AGREEMENT ("Assignment") is made effective as of August 10, 2006 (the "Effective Date") by and between Lifestyle Media, Inc., a Delaware corporation ("Assignor") and Macfadden Dance Magazine, LLC, a Delaware limited liability company ("Assignee").

RECITALS

A. The Assignor and Assignee have entered into that certain Contribution Agreement, dated August 10, 2006 (the "Agreement"), pursuant to which (i) Assignor has agreed to contribute to Assignee and Assignee has agreed to accept the Lifestyle Transferred Assets and (ii) Assignor has agreed to assign and Assignee has agreed to assume the Lifestyle Assumed Liabilities.

B. Assignor is the owner of Intangible Property.

C. Assignee wishes to acquire the entire rights, title and interest in and to its Intangible Property.

D. Capitalized terms used but not otherwise defined herein shall have the meanings ascribed to such terms in the Agreement.

NOW THEREFORE, in consideration of Assignee's agreement to enter into the Agreement and to grant Assignor an equity interest in Assignee and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby agrees to assign its rights in and to its Intangible Property as follows:

1. Assignor does hereby irrevocably and in perpetuity transfer and assign to Assignee all rights, title, and interest in and to its Intangible Property, including all intellectual property rights thereto and any renewals or extensions thereof.

2. Nothing in this Assignment shall alter any liability or obligation of Assignor or Assignee arising under the Agreement.

3. Assignor and Assignee each hereby agree to execute and deliver any and all additional documents that each may reasonably request in order to more fully effect the agreements set forth in this Assignment.

4. This Assignment shall be binding upon and inure to the benefit of the parties hereto and their respective successors and assigns.

5. This Assignment shall be governed by, and construed in accordance with the provisions of Sections 8.11 and 8.12 of the Agreement.

6. This Assignment may be executed in counterparts, each of which shall be deemed an original and all of which, when taken together, shall constitute one and the same instrument.

11/29/2006 15 06 FAX 212 684 9022

PAYKIN GREENBLATT L & K

008/025

IN WITNESS WHEREOF, the parties have executed this Agreement as of the date first written above.

MACFADDEN DANCE MAGAZINE, LLC

By: *Jeffrey W. Sineffer*
 Name: Jeffrey W. Sineffer
 Title: CFO

LIFESTYLE MEDIA, INC.

By: _____
 Name: _____
 Title: _____

11/29/2006 15 06 FAX 212 884 9022

PAYKIN GREENBLATT L & K

009/025

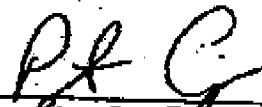
Received 08/10/2006 11:43AM in 02:30 on line (0) for 182256 Pg 8/13

IN WITNESS WHEREOF, the parties have executed this Agreement as of the date first written above.

FADDEN DANCE MAGAZINE, LLC

By: _____
Name:
Title:

LIFESTYLE MEDIA, INC


By: _____
Name: PETER CIBRIANO
Title: Executive Vice President

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EXHIBIT C

TRADEMARKS AND SERVICE MARKS (Mae Madden, Dance Magazine, LLC)

Country	Mark	Application of Serial Number	Application of Filing Date	Registration No.	Date of Issue
U.S.	The World at Your Feet	78710089	9/2/05		
	Dance Magazine	78685140	8/3/05		
	The Industry Bible	78684123	8/02/05		
	Young Dancer	76551041	9/18/03	2932466	3/15/05
	The Young Dancer	75219383	12/30/96	2150536	4/28/98
	Dance Magazine	74723989	9/1/95	2023369	12/17/95
	Dance	71656520	11/17/53	0597109	10/19/54 Renewed 01/03/05
Canada	Dance Magazine	840279	3/25/97	TMA503357	10/30/98
	The Young Dancer	843902	5/1/97	TMA503338	10/29/98
	Dance	845141	5/15/97	TMA502477	10/20/98

ASSIGNMENT OF INTELLECTUAL PROPERTY AND MATERIAL AGREEMENTS - EXHIBIT C - 1

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Correspondent Name:	Susan S. Kaplan		
Address Line 1:	1350 Avenue of the Americas		

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REEL: 003445 FRAME: 0742

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Fax Server

Address Line 2:	Kane Kessler, P.C.
Address Line 4:	New York, NEW YORK 10019
ATTORNEY DOCKET NUMBER:	3799-5
NAME OF SUBMITTER:	Susan S. Kaplan
Signature:	/susan s. kaplan/
Date:	12/01/2006
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