

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
Meredith Corporation		09/20/2006	CORPORATION: IOWA
RECEIVING PARTY DATA			
Name:	Target Brands, Inc.		
Street Address:	1000 Nicollet Mall		
Internal Address:	TPS-3165		
City:	Minneapolis		
State/Country:	MINNESOTA		
Postal Code:	55403		
Entity Type:	CORPORATION: MINNESOTA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2780415	SIMPLE SOLUTIONS	
CORRESPONDENCE DATA			
Fax Number:	(612)604-6985		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Email:	sbaird@winthrop.com		
Correspondent Name:	Stephen R. Baird		
Address Line 1:	225 South Sixth Street		
Address Line 2:	Suite 3500		
Address Line 4:	Minneapolis, MINNESOTA 55402		
ATTORNEY DOCKET NUMBER:	12650-2		
NAME OF SUBMITTER:	Stephen R. Baird		
Signature:	/Stephen R. Baird/		
Date:	01/18/2007		

OP \$40.00 2780415

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TRADEMARK
REEL: 003463 FRAME: 0759

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT ("Assignment") is by and between Meredith Corporation, an Iowa corporation (the "Assignor") with its principal place of business at 1716 Locust Street, Des Moines, Iowa 50309, and Assignee, an entity to be listed below as Assignee following execution of this Assignment by Assignor.

WHEREAS, contemporaneous with the execution of this Assignment, Assignor and Assignee are executing an Agreement (the "Agreement") to which this Assignment is referenced and attached;

WHEREAS, Assignor is the owner of all right, title, and interest in and to the SIMPLE SOLUTIONS trademark (hereinafter the "Mark") and federally registered the Mark on November 4, 2003 (Registration Number 2,780,415).

WHEREAS, Assignee wishes to acquire the Mark and all right, title and interest thereto, and Assignor wishes to assign the Mark and all right, title and interest thereto to the presently anonymous Assignee;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged:

Assignment: Assignor does hereby irrevocably sell, assign, transfer, and convey to Assignee, all right, title, and interest including common law rights, title, and interest, in the United States of America, in and to the Mark, together with the goodwill of the business symbolized by the Mark, including without limitation Registration Number 2,780,415 and all rights of priority and renewal as may now or hereafter be granted by law.

Representations and Warranties: Assignor hereto represents and warrants that it has the right and authority to execute this Agreement and that it has not sold, assigned, transferred, conveyed, licensed or otherwise disposed of the Mark, or any interest therein.

Anonymity of Assignee: Assignor agrees to the anonymity of the Assignee prior to Assignor's execution of this Agreement, and binds itself through this Agreement regardless of the identity of Assignee.

Signed at Des Moines, IA, this 20th day of September, 2006.

Assignor: MEREDITH CORPORATION

By: Lamont Olson

Name: Lamont Olson

Title: Managing Editor

Better Homes and Gardens @ magazine

[Please attach notarization of Assignor Signature]

Assignee: TARGET BRANDS, INC.

Ann Dunn Wessberg

Name/Title: Ann Dunn Wessberg

Assistant Secretary +

Sr. Trademark + Copyright Counsel