

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	SECURITY INTEREST

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
HowStuffWorks, Inc.		02/27/2007	CORPORATION: DELAWARE
QuickCompliance, Inc.		02/27/2007	CORPORATION: DELAWARE
Geonova Publishing, Inc.		02/27/2007	CORPORATION: DELAWARE

**RECEIVING PARTY DATA**

<b>Name:</b>	Capital Research and Management Company
<b>Street Address:</b>	333 So. Hope St.
<b>City:</b>	Los Angeles
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	90071
<b>Entity Type:</b>	CORPORATION:

**PROPERTY NUMBERS Total: 16**

Property Type	Number	Word Mark
Registration Number:	2501638	HOW STUFF WORKS
Registration Number:	2501639	HOW STUFF WORKS BY MARSHALL BRAIN
Registration Number:	2522353	MARSHALL BRAIN'S HOWSTUFFWORKS
Registration Number:	2610355	MARSHALL BRAIN'S HOW STUFF WORKS
Registration Number:	2655989	MARSHALL BRAIN'S HOWSTUFFWORKS
Registration Number:	2968695	HSW
Registration Number:	2980912	HOW STUFF WORKS
Registration Number:	3041016	STUFFO
Registration Number:	3076518	IT FEELS GOOD TO KNOW
Registration Number:	3106553	TIME WELL WASTED
Serial Number:	78724162	BRAIN TRUST
Serial Number:	78774307	IT'S GOOD TO KNOW

CH \$415.00 2501638

Serial Number:	78969976	BO WEN WANG
Registration Number:	2881112	TERRA NOVA
Serial Number:	77048113	GEONOVA
Serial Number:	77013376	GEONOVA

**CORRESPONDENCE DATA**

Fax Number: (212)492-0562  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 212.373.3562  
Email: menakaplan@paulweiss.com, alee@paulweiss.com  
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Address Line 4: New York, NEW YORK 10019-6064

ATTORNEY DOCKET NUMBER:	16166-005
NAME OF SUBMITTER:	Menachem Kaplan
Signature:	/Menachem Kaplan/
Date:	03/20/2007

**Total Attachments: 8**

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Notice of Grant of Security Interest in Trademarks

NOTICE OF GRANT OF SECURITY INTEREST IN TRADEMARKS (the "Notice"), dated as of February 27, 2007, made by HOWSTUFFWORKS, INC., a Delaware corporation (the "Company"), QUICKCOMPLIANCE, INC., a Delaware corporation, and GEONOVA PUBLISHING, INC., a Delaware corporation, and the other direct or indirect subsidiaries of the Company party hereto from time to time (collectively the "Grantors" and together with the Company, the "Grantors"), in favor of CAPITAL RESEARCH AND MANAGEMENT COMPANY, as Collateral Agent (the "Secured Party").

WHEREAS, the Grantors are the owners of the trademarks and service marks set forth on Schedule I attached hereto, including the associated registrations and applications for registration set forth in Schedule I attached hereto (collectively, the "Trademarks"); and

WHEREAS, pursuant to the terms and conditions of the Guarantee and Collateral Agreement dated as of February 27, 2007, by and among the Grantors and the Secured Party (the "Collateral Agreement"), the Grantors granted, assigned and conveyed to the Secured Party a security interest in, and lien on, certain intellectual property owned by the Grantors, including the Trademarks now existing or hereafter acquired and the goodwill of the business symbolized by the Trademarks and all products and proceeds of the foregoing (collectively, the "Trademark Collateral"); and

WHEREAS, pursuant to the Collateral Agreement, the Grantors agreed to execute and deliver to the Secured Party this Notice for purposes of filing the same with the United States Patent and Trademark Office (the "PTO") to confirm, evidence and perfect the security interest in the Trademark Collateral granted pursuant to the Collateral Agreement.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, and subject to the terms and conditions of the Collateral Agreement, the Grantors hereby grant, assign and convey to the Secured Party a security interest in, and lien, on the Trademark Collateral, provided that the grant of security interest shall not include any Trademark that may be deemed invalidated, canceled or abandoned due to the grant and/or enforcement of such security interest unless and until such time that the grant and/or enforcement of the security interest will not affect the validity of such Trademark.

The Grantors hereby acknowledge the sufficiency and completeness of this Notice to create the security interest in the Trademark Collateral and to grant the same to the Secured Party, and the Grantors hereby request the relevant trademark office and/or governing body to file and record the same together with the annexed Schedule I.

The Grantors and the Secured Party hereby acknowledge and agree that the security interest in the Trademark Collateral may only be terminated in accordance with the terms of the Collateral Agreement.

IN WITNESS WHEREOF, the undersigned has caused this Notice to be duly executed and delivered as of the date first above written.

HOWSTUFFWORKS, INC.

By: Jeff Arnold  
Name: JEFF ARNOLD  
Title: CEO

QUICKCOMPLIANCE, INC.

By: Jeff Arnold  
Name: JEFF ARNOLD  
Title: CEO

GEONOVA PUBLISHING, INC.

By: Jeff Arnold  
Name: JEFF ARNOLD  
Title: CEO

TRADEMARK

REEL: 003503 FRAME: 0326

STATE OF GA )  
COUNTY OF Fulton ) ss.:

**MARYANN MOSS**  
NOTARY PUBLIC  
FULTON COUNTY, GEORGIA  
My Commission Expires January 5, 2010

On this 27 day of February, 2007, before me personally came Jeff Arnold, to me known to be the person who signed the foregoing instrument and who being duly sworn by me did depose and state that (he, she) is the CEO of HOWSTUFFWORKS, INC.; (he, she) signed the instrument in the name of HOWSTUFFWORKS, INC.; and (he, she) had the authority to sign the instrument on behalf of HOWSTUFFWORKS, INC.

Maryann Moss  
Notary Public

STATE OF GA )  
                  ) )  
COUNTY OF Fulton ) ss.:

MARYANN MOSS  
NOTARY PUBLIC  
FULTON COUNTY, GEORGIA  
My Commission Expires 07/10/2010

On this 27 day of February, 2007, before me personally came Jeff Arnold, to me known to be the person who signed the foregoing instrument and who being duly sworn by me did depose and state that such person is the CEO of QUICKCOMPLIANCE, INC.; such person signed the instrument in the name of QUICKCOMPLIANCE, INC.; and such person had the authority to sign the instrument on behalf of QUICKCOMPLIANCE, INC.

Maryann Moss  
Notary Public

STATE OF GA )  
 )  
COUNTY OF Fulton ) ss.:

**MARYANN MOSS**  
NOTARY PUBLIC  
FULTON COUNTY, GEORGIA  
My Commission Expires January 5, 2010

On this 27 day of February, 2007, before me personally came Jeff Arnold, to me known to be the person who signed the foregoing instrument and who being duly sworn by me did depose and state that such person is the CEO of GEONOVA PUBLISHING, INC.; such person signed the instrument in the name of GEONOVA PUBLISHING, INC.; and such person had the authority to sign the instrument on behalf of GEONOVA PUBLISHING, INC.

Maryann Moss  
Notary Public

**ATTACHMENT TO NOTICE OF GRANT OF SECURITY INTEREST IN TRADEMARKS**

**HOWSTUFFWORKS, INC. TRADEMARKS OR SERVICE MARKS**

The following marks have been registered with or filed for registration with the United States Patent and Trademark Office

<u>Mark</u>	<u>Registered Owner</u>	<u>Application Date</u>	<u>Registration Date</u>	<u>Status</u>	<u>Registration or Serial Number</u>
HOW STUFF WORKS	HowStuffWorks.com, Inc. assigned to HowStuffWorks, Inc.	3/28/2000	10/30/2001	Registered	2,501,638
HOW STUFF WORKS BY MARSHALL BRAIN	HowStuffWorks.com, Inc. assigned to HowStuffWorks, Inc.	3/28/2000	10/30/2001	Registered	2,501,639
MARSHALL BRAIN'S HOW STUFF WORKS [LOGO]	HowStuffWorks.com, Inc. assigned to HowStuffWorks, Inc.	2/16/2001	12/25/2001	Registered	2,522,353
MARSHALL BRAIN'S HOW STUFF WORKS	HowStuffWorks, Inc.	3/28/2000	8/20/2002	Registered	2,610,355
MARSHALL BRAIN'S HOW STUFF WORKS [LOGO]	HowStuffWorks, Inc.	6/28/2001	12/3/2002	Registered	2,655,989
HSW	HowStuffWorks.com, Inc.	1/6/2004	7/12/2005	Registered	2,968,695
HOW STUFF WORKS	HowStuffWorks.com, Inc.	1/6/2004	8/2/2005	Registered	2,980,912
STUFFO	HowStuffWorks, Inc.	11/8/2004	1/10/2006	Registered	3,041,016
IT FEELS GOOD TO KNOW	HowStuffWorks, Inc.	4/7/2005	4/4/2006	Registered	3,076,518
TIME WELL WASTED	HowStuffWorks, Inc.	6/25/2005	6/20/2006	Registered	3,106,553



STUFF GUIDE

HowStuffWorks, Inc. 5/5/2005 7/4/2006 Registered 3,111,628

<u>Mark</u>	<u>Registered Owner</u>	<u>Application Date</u>	<u>Registration Date</u>	<u>Status</u>	<u>Registration or Serial Number</u>
BRAIN TRUST	HowStuffWorks, Inc.	9/30/2005	N/A	Filed	78724162
IT'S GOOD TO KNOW	HowStuffWorks, Inc.	12/15/2005	N/A	Filed	78774307
BO WEN WANG	HowStuffWorks, Inc.	9/8/2006	N/A	Filed	78969976

Marks filed for registration outside the United States

<u>Mark</u>	<u>Registered Owner</u>	<u>Country</u>	<u>Application or Registration Date</u>	<u>Status</u>	<u>Registration or Serial Number</u>
HOW STUFF WORKS	HowStuffWorks, Inc.	European Union	7/18/05	Registered	003648698
HOW STUFF WORKS	HowStuffWorks, Inc.	Madrid Protocol	2/13/06	Registered	887 830
HOW STUFF WORKS	HowStuffWorks, Inc.	Brazil	1/16/2006	Filed	828051291
HOW STUFF WORKS	HowStuffWorks, Inc.	Canada			
BO WEN WANG (English)	HowStuffWorks, Inc.	China	9/1/2006	Filed	N/A
BO WEN WANG (Chinese Characters)	HowStuffWorks, Inc.	China	9/1/2006	Filed	N/A
HOW STUFF WORKS	HowStuffWorks, Inc.	China	1/16/2006	Filed	N/A
HOW STUFF WORKS	HowStuffWorks, Inc.	India	4/18/2006	Filed	1446568
HOW STUFF WORKS	HowStuffWorks, Inc.	Mexico	10/23/2006	Filed	814501
BO WEN WANG	HowStuffWorks, Inc.	Malaysia	Submitted	Pending	N/A

TRADEMARK

REEL: 003503 FRAME: 0331

GEONOVA PUBLISHING, INC. TRADEMARKS OR SERVICE MARKS

The following marks have been registered with or filed for registration with the United States Patent and Trademark Office

<u>Mark</u>	<u>Description</u>	<u>Filing Date</u>	<u>Serial/Registration Number</u>	<u>Owner</u>
TERRA NOVA	Typed drawing	9/12/03	Reg - 2881112	GeoNova, LLC
GeoNova	Design plus words	11/20/06	Ser - 77048113	GeoNova, LLC
GeoNova	Standard character mark	10/4/06	Ser - 77013376	GeoNova, LLC