

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	TERMINATION AND RELEASE

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
HSBC PRIVATE BANK (UK) LIMITED		08/14/2007	A corporation organized under the law of England and Wales:

RECEIVING PARTY DATA

Name:	Mr. Felix Dennis
Street Address:	9-11 Kingly Street
City:	London
State/Country:	UNITED KINGDOM
Postal Code:	W1B 5PN
Entity Type:	INDIVIDUAL: UNITED KINGDOM

PROPERTY NUMBERS Total: 38

Property Type	Number	Word Mark
Serial Number:	75013180	MAXIM
Serial Number:	75527695	MAXIM TV
Serial Number:	75527831	MAXIM TV
Serial Number:	75898609	MAXIMONLINE.COM
Serial Number:	76020913	MAXIM ONLINE
Serial Number:	76021933	MAXIM
Serial Number:	76057666	MAXIM RADIO
Serial Number:	76057667	MAXIM SPORTS BARS
Serial Number:	76173617	MAXIM BOOKS
Serial Number:	76213757	MAXIM CASINO
Serial Number:	76240814	MAXIM
Serial Number:	76266265	MAXIM
Serial Number:	76341506	MEN
Serial Number:	76348450	MAXIM MAGAZINE

CH \$965.00 75013180

Serial Number:	76468350	MAXIM
Serial Number:	76468369	MAXIM
Serial Number:	76468372	MAXIM
Serial Number:	76550394	MAXIM GOES TO THE MOVIES
Serial Number:	76571868	M
Serial Number:	78214573	MAXIM
Serial Number:	78341754	MAXIM LOUNGE
Serial Number:	78359239	CLUB MAXIM
Serial Number:	78363739	MAXIM HOTEL AND CASINO
Serial Number:	78371631	MAXIM HOTEL
Serial Number:	78409886	MAXIM LIVING
Serial Number:	78452415	MAXIM LIVING
Serial Number:	78493595	MAXIM
Serial Number:	78493596	MAXIM LIVING
Serial Number:	78495780	MAXIM
Serial Number:	78586278	MAXIM
Serial Number:	78586279	MAXIM
Serial Number:	78586294	M
Serial Number:	78587175	M
Serial Number:	78587931	M
Serial Number:	78591364	MAXIM MILLION DOLLAR BABES
Serial Number:	78411700	IT'S BAD - REALLY, REALLY BAD!
Serial Number:	78411698	K-MAXX!
Serial Number:	75304377	THE BEST THING TO HAPPEN TO MEN SINCE WOMEN

CORRESPONDENCE DATA

Fax Number: (212)755-7306
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 212-326-3939
Email: NYTEF@JONESDAY.COM
Correspondent Name: JONES DAY
Address Line 1: 222 EAST 41ST STREET
Address Line 4: New York, NEW YORK 10017

DOMESTIC REPRESENTATIVE

Name:
Address Line 1:

Address Line 2:

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:	Amy E. Vieta
Signature:	/Amy E. Vieta/
Date:	08/15/2007

Total Attachments: 7

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**TERMINATION AND RELEASE OF SECURITY INTEREST
IN TRADEMARKS**

THIS TERMINATION AND RELEASE OF SECURITY INTEREST IN TRADEMARKS dated as of August 14, 2007 (this "Termination and Release") is made by HSBC Private Bank (UK) Limited (the "Lender" or the "Secured Party") in favor of MR. FELIX DENNIS (the "Borrower" or the "Grantor");

WITNESSETH:

WHEREAS, Grantor granted and pledged to the Secured Party a security interest in certain Collateral, including the trademarks and service marks Collateral listed on the attached Schedule 1, under the Trademark Security Agreement dated as of June 7, 2005, as amended, from the Grantor and Dennis Publishing, Inc. in favor of the Secured Party (the "Trademark Security Agreement") and the related short-form Grant of Security Interest in Trademarks dated as of June 7, 2005, as amended, from the Grantor in favor of the Secured Party (together with the Trademark Security Agreement, the "Agreements"; capitalized terms used but not otherwise defined herein shall have the meanings ascribed thereto in the applicable Agreement) (the "Security Interest");

WHEREAS, the Security Interest was recorded in the Trademark Division of the United States Patent and Trademark Office as of June 7, 2006 at Reel 003128, Frame 0755 and at Reel 003130, Frame 0069; and

WHEREAS, all of Grantor's Secured Obligations have been satisfied and the Secured Party now desires to terminate and release the entirety of its Security Interest in all of the Collateral;

NOW, THEREFORE, for good and valuable consideration including the satisfaction of

all obligations, indebtedness and liabilities secured by the Collateral, the receipt and adequacy of which are hereby acknowledged, and upon the terms set forth in this Termination and Release, the Secured Party does hereby agree as follows:

1. Termination and Release. The Secured Party hereby terminates its Security Interest and releases its entire right, title, and interest in the Collateral, including but not limited to the following:

(a) all Trademarks owned, acquired or held by Grantor, including but not limited to the United States trademarks and service marks set forth on Schedule 1 to this Termination and Release, and all applications, registrations and renewals therefor;

(b) all Trademark Licenses;

(c) the goodwill of the business associated with the Trademarks;

(d) all royalties, license fees and other payments and distributions due or to become due to the Grantor in respect of the foregoing;

(e) all of the Grantor's claims, rights, powers, privileges, authority, security interests, liens and remedies, if any, in respect of any of the foregoing;

(f) all of such Grantor's rights to exercise and enforce any and every right, power, remedy, authority, option and privilege of such Grantor relating to any of the foregoing including, without limitation, any power to (i) exercise voting rights (in the case of securities constituting Proceeds of Collateral) or make determinations, (ii) exercise any election (including, but not limited to, election of remedies), (iii) give or receive any notice, consent, amendment, waiver or approval, (iv) demand, receive, enforce, collect or receipt for any of the foregoing, (v) enforce or execute any checks, or other instruments or orders, and (vi) file any claims and to take any action in connection



with any of the foregoing;

(g) all other rights, titles, interests, powers, privileges and preferences pertaining to any of the foregoing;

(h) all books and records related to the foregoing; and

(i) all Proceeds of any of the foregoing, including any and all causes of action which may exist by reason of infringement of any of the foregoing.

2. Further Assurances. The Secured Party hereby agrees, at the Grantor's expense, to execute such instruments and to take such other actions as the Grantor may reasonably request to terminate the Secured Party's Security Interest in the Collateral, and otherwise to effectuate the release of the Collateral from the Secured Party's Security Interest.

3. Governing Law. This Termination and Release shall be governed by and construed and interpreted in accordance with the laws of the State of New York.

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IN WITNESS WHEREOF, the undersigned has executed this Termination and Release
by its duly authorized officer as of the date first above written.

Secured Party:
HSBC PRIVATE BANK (UK) LIMITED

By 
Alan Hills
Associate Director

Schedule 1 to

Termination and Release of Security Interest in Trademarks

US Trade Marks Registered in the Name of Felix Dennis (and Pending US Trade Mark Applications of Felix Dennis)

Felix Dennis

Serial No	Registration No.	Mark	Filing Date	Registration Date	International Class
75013180	2,072,696	MAXIM	November 1, 1995	June 17, 1997	16
75527695	2,983,401	MAXIM TV	July 30, 1998	August 9, 2005	38
75527831	2,976,337	MAXIM TV	July 30, 1998	July 26, 2005	41
75898609	2,565,895	MAXIMONLINE.COM	January 20, 2000	April 30, 2002	42
76020913	2,449,110	MAXIM ONLINE	April 7, 2000	May 8, 2001	42
76021933	2,449,119	MAXIM	April 7, 2000	May 8, 2001	42
76057666	2,976,481	MAXIM RADIO	May 26, 2000	July 26, 2005	41
76057667		MAXIM SPORTS BARS	May 26, 2000		42
76173617	2,600,504	MAXIM BOOKS	December 1, 2000	July 30, 2002	16
76213757	3,085,737	MAXIM CASINO	February 20, 2001	April 25, 2006	41
76240814		MAXIM	April 16, 2001		25
76266265	3,261,379	MAXIM	June 4, 2001	July 10, 2007	34

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Serial No	Registration No.	Mark	Filing Date	Registration Date	International Class
76341506		MEN	November 26, 2001		38, 41
76348450	2,976,807	MAXIM MAGAZINE	December 14, 2001	July 26, 2005	3
76468350	3,127,276	MAXIM	November 18, 2002	August 8, 2006	21
76468369		MAXIM	November 18, 2002		5
76468372		MAXIM	November 18, 2002		30
76550394	2,902,970	MAXIM GOES TO THE MOVIES	September 22, 2003	November 16, 2004	16
76571868	2,922,400	M LOGO	January 16, 2004	February 1, 2005	16
78214573		MAXIM	February 13, 2003		5
78341754		MAXIM LOUNGE	December 16, 2003		43
78359239		CLUB MAXIM	January 29, 2004		43
78363739		MAXIM HOTEL AND CASINO	February 6, 2004		41, 43
78371631		MAXIM HOTEL	February 20, 2004		43
78409886	2,988,285	MAXIM LIVING	April 28, 2004	August 23, 2005	24
78452415	3,124,536	MAXIM LIVING	July 18, 2004	August 1, 2006	20
78493595		MAXIM	October 2, 2004		14

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Serial No	Registration No.	Mark	Filing Date	Registration Date	International Class
78493596		MAXIM LIVING	October 2, 2004		14
78495780		MAXIM	October 6, 2004		15
78586278		MAXIM	March 14, 2005		28
78586279	3,228,647	MAXIM	March 14, 2005	April 10, 2007	28
78586294	3,163,953	M LOGO	March 14, 2005	October 24, 2006	28
78587175	3,206,793	M LOGO	March 15, 2005	February 6, 2007	21
78587931	3,228,649	M LOGO	March 15, 2005	April 10, 2007	28
78591364		MAXIM MILLION DOLLAR BABIES	March 21, 2005		41
78411700		IT'S BAD - REALLY, REALLY BAD!	April 30, 2004		16
78411698		K-MAXXI	April 30, 2004		16
75304377	2,165,852	THE BEST THING TO HAPPEN TO MEN SINCE WOMEN	June 9, 1997	June 16, 1998	16

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