

Form PTO-1594 (Rev. 07/05)  
OMB Collection 0691-0027 (exp. 8/30/2008)

U.S. DEPARTMENT OF COMMERCE  
United States Patent and Trademark Office

RECORDATION FORM COVER SHEET  
TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies):

Lifestyle Media, Inc.

- Individual(s)
- General Partnership
- Corporation- State: Delaware
- Other
- Association
- Limited Partnership

Citizenship (see guidelines)

Additional names of conveying parties attached?  Yes  No

3. Nature of conveyance /Execution Date(s) :

Execution Date(s) 8/10/2006

- Assignment
- Security Agreement
- Other see Attachment
- Merger
- Change of Name

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached?  Yes  No

Name: Macfadden Performing Arts Media, LLa

Internal Address:

Address:

Street Address: 933 Seventh Avenue

City: New York

State: New York

Country: Zip: 10001

- Association
- General Partnership
- Limited Partnership
- Corporation
- Other

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
(Designations must be a separate document from assignment)

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s) 78761600

B. Trademark Registration No.(s)

Additional sheet(s) attached?  Yes  No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

5. Name & address of party to whom correspondence concerning document should be mailed:

Name: Susan Kaplan

Internal Address: Kane Kessler, P.C.

Street Address: 1350 Avenue of the Americas

City: New York

State: New York Zip: 10019

Phone Number: 212-519-5192

Fax Number: 212-245-3009

Email Address:

6. Total number of applications and registrations involved:

7

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 40.00

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed

B. Payment Information:

a. Credit Card Last 4 Numbers: Expiration Date:

b. Deposit Account Number: 500908

Authorized User Name: Susan Kaplan

9. Signature:

Susan S. Kaplan  
Signature

10/13/2007  
Date

Susan S. Kaplan

Name of Person Signing

Total number of pages including cover sheet, attachments, and document:

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0146, or mailed to: Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1460, Alexandria, VA 22313-1460

CH \$40.00 500908 78761600

ATTACHMENT

A corrective assignment to remove incorrect Serial No. 78/641044

Reel/Frame 003437/0215

O:SUSAM KAPLAN COMPANY:KANE KESSLER, P.C.

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**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

12/01/2006  
 900063721

<b>SUBMISSION TYPE:</b>		NEW ASSIGNMENT	
<b>NATURE OF CONVEYANCE:</b>		Intangible Property Assignment	
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
LIFESTYLE MEDIA, INC.		08/10/2006	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	MACFADDEN PERFORMING ARTS MEDIA, LLC		
<b>Also Known As:</b>	AKA Macfadden Dance Magazine, LLC		
<b>Street Address:</b>	333 Seventh Avenue		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10001		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 12</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Serial Number:	78641044	KELLYE DAVIS	
Serial Number:	78761600	CHEER BIZ NEWS	
Serial Number:	75613889	DANCE TEACHER	
Serial Number:	75627404	STAGE DIRECTIONS	
Serial Number:	74508224	AMERICAN CHEERLEADER	
Serial Number:	75252016	DANCE SPIRIT	
Serial Number:	75627400	DANCE TEACHER NOW	
Serial Number:	78052151	THEATER-PAGES.COM	
Serial Number:	75764113	POINTE	
Serial Number:	76214746	AMERICAN CHEERLEADER JUNIOR	
Serial Number:	76342157	DANCE RETAILER NEWS	
Serial Number:	76483690	EUROPEAN DANCE NEWS	

CORRESPONDENCE DATA

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O: SUSAM KAPLAN COMPANY: KANE KESSLER, P.C.

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**Fax Number:** (212)245-3009  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
**Phone:** 212-541-6222  
**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

<b>ATTORNEY DOCKET NUMBER:</b>	3786-6
<b>NAME OF SUBMITTER:</b>	Susan S. Kaplan
<b>Signature:</b>	/Susan S. Kaplan/
<b>Date:</b>	12/01/2006
<b>Total Attachments: 5</b> source=LIFESTYLE MEDIA MACFADDEN INTANGILE PROPERTY ASSIGNMENT 8-10-2006#page1.tif source=LIFESTYLE MEDIA MACFADDEN INTANGILE PROPERTY ASSIGNMENT 8-10-2006#page2.tif source=LIFESTYLE MEDIA MACFADDEN INTANGILE PROPERTY ASSIGNMENT 8-10-2006#page3.tif source=LIFESTYLE MEDIA MACFADDEN INTANGILE PROPERTY ASSIGNMENT 8-10-2006#page4.tif source=LIFESTYLE MEDIA MACFADDEN INTANGILE PROPERTY ASSIGNMENT 8-10-2006#page5.tif	

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PAYKIN GREENBLATT L &amp; K

007/025

**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 Assignor's agreement to enter into the Agreement and to grant Assignor an equity interest in Assignee and for other good and valuable considerations, 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.

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PAVIN GREENBLATT L L C

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

MACFADDIN DANCE MAGAZINE, LLC

*Jeffrey A. Whalley*  
\_\_\_\_\_  
Jeffrey Whalley  
CEO

LIFESTYLE MEDIA, INC.

By: \_\_\_\_\_  
Name:  
Title:

1142N.J.DOC

O:SUSAM KAPLAN COMPANY:KANE KESSLER, P.C.

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11/20/2006 15 06 FAX 212 624 8022

PAYKIN GREENBLATT L & L

009/025

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

1. SPANDEX DANCE MAGAZINE, LLC

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

2. LSTYLEMEDIA, INC

*P. C.*  
By: \_\_\_\_\_  
Name: *PETER COHEN*  
Title: *Executive Vice President*

11/20/2006

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PARKIN GREENGLATT L.P.C.

024/025

Country	Mark	Application or Serial Number	Application or Filing Date	Registered No.	Date of Issue
	American Chamber Junior	76216740	2/21/01	7654942	11/26/02
	Dance Restler News	76342151	11/27/01	2718228	5/20/02
	European Dance News	76481621	11/7/03	2885124	9/15/04
European Community	American Chamber	002249103	6/20/03	903249102	9/17/04
European Community	Dance Solid	01247127	6/30/03	903247139	7/17/04
European Community	Pointe	01247129	6/30/03	903247122	7/12/04

ASSIGNMENT OF INTELLECTUAL PROPERTY AND MATERIAL AGREEMENTS - PAGE 3



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PAYKIN GREENBLATT L & K

022/025

**EXHIBIT C**  
**TRADEMARKS AND SERVICE MARKS (Manufactured Dance Magazine, LLC)**

Country	Mark	Application or Serial Number	Application or Filing Date	Registration No.	Date of Issue
U.S.	The World at Your Feet	28710082	8/2/05		
	Dance Magazine	26883140	8/2/05		
	The Industry Bible	28684173	10/2/05		
	Young Dance	26551041	9/18/05	2937456	3/13/06
	The Young Dancer	28219180	12/10/05	2153536	4/24/06
	Dance Magazine	24723959	9/1/05	2023339	1/21/06
	Dance	21656528	1/17/05	0597102	10/19/05 Resubmitted 01/03/05
Canada	Dance Magazine	840379	3/21/07	TMA-503357	10/20/08
	The Young Dancer	845922	3/1/07	TMA-503338	10/20/08
	Dance	845141	3/15/07	TMA-503377	10/20/08

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

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PAYKIN BRECHBLATT L & K

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Country	Mark	Application of Serial Number	Application or Filing Date	Registration No.	Date of Issue
U.S.	Kellie-Davit <i>omit</i>	78614044	6/9/06		
	Cher-Big-Nose	78761600	11/28/05		
	Dance Teacher	78613882	12/10/04	2401025	10/31/06
	Shore Direction	78527404	12/29/06	2497991	6/1/07
	American Cheerleader	78506224	12/1/04	24116049	11/12/06
U.S.	Dance-Solist	78222015	03/06/07	2118947	02/24/08
	Dance Teacher Now	78527500	07/20/08	2397823	12/07/09
	Therise-Panes.com	76927131	5/19/08	2494150	10/20/01
	Exotic	78764113	7/28/09	2591148	2/15/02

ASSIGNMENT OF INTELLECTUAL PROPERTY AND MATERIAL AGREEMENTS - PAGE 2