

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
LEISURE PUBLICATIONS, INC.		06/12/2006	INC. ASSOCIATION:
RECEIVING PARTY DATA			
Name:	ATHLETIC BUSINESS PUBLICATIONS, INC.		
Street Address:	4130 Lien Road		
City:	Madison		
State/Country:	WISCONSIN		
Postal Code:	53704		
Entity Type:	INC. ASSOCIATION:		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	2842624	FITNESS MANAGEMENT	
Registration Number:	2950472	FITNESS ONSITE	
Registration Number:	2850317	FITNESS PAVILION	
Registration Number:	2117921	FITNESSWORLD	
CORRESPONDENCE DATA			
Fax Number:	(608)258-4258		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(608)258-4272		
Email:	ptomailmadison@foley.com		
Correspondent Name:	Mark A. Kassel		
Address Line 1:	Foley & Lardner LLP		
Address Line 2:	150 East Gilman Street		
Address Line 4:	Madison, WISCONSIN 53703		
ATTORNEY DOCKET NUMBER:	082865-0106		
NAME OF SUBMITTER:	Mark A. Kassel		

OP \$115.00 2842624

Signature:

/s/ Mark A. Kassel

Date:

12/03/2007

Total Attachments: 1
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ASSIGNMENT OF MARKS

WHEREAS, **LEISURE PUBLICATIONS, INC.** ("Leisure"), a California corporation, having a business address of 4160 Wilshire Boulevard, Los Angeles, California 90010, has adopted and is using the following marks (the "Marks") in connection with the operation of its Fitness Management Group and the publication of Fitness Management and FMY Fitness Management magazines for which Leisure has obtained the following registrations in the United States Patent and Trademark Office:

Mark	Registration/Serial No.	Issue Date
Fitness Management	2,842,624	03/85
Fitness OnSite	2,950,472	11/01/02
Fitness Pavilion	2,850,317	02/02/03
Fitness World	2,117,921	08/95

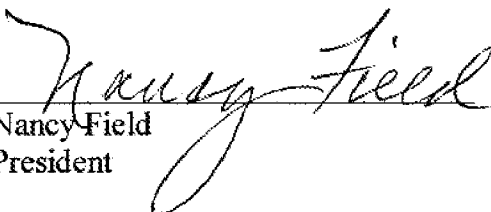
WHEREAS, **ATHLETIC BUSINESS PUBLICATIONS, INC.**, a Wisconsin corporation, ("Athletic"), having a business address of 4130 Lien Road, Madison, Wisconsin 53704, desires to acquire any rights and goodwill associated with such Marks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Leisure does hereby assign to Athletic all right, title and interest in and to said Marks, together with the goodwill of the business symbolized by the Marks, and the above identified registration relating to the Marks.

Leisure warrants that it has not assigned, licensed or otherwise transferred to another any rights that it owns in and to the Marks , and that it currently possesses all rights relating to the use by Leisure of the Marks.

Dated: June 12, 2006

LEISURE PUBLICATIONS, INC.

By: 
Nancy Field
President