

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Belvoir Publications, Inc.		11/29/2007	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Kelly Pioneer Group		
<b>Street Address:</b>	601 Pennsylvania Avenue, NW		
<b>City:</b>	Washington		
<b>State/Country:</b>	DISTRICT OF COLUMBIA		
<b>Postal Code:</b>	20004		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DISTRICT OF COLUMBIA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2976577	BEAUTYWATCH	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)202-6360		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	212-484-8973		
<b>Email:</b>	patricia.olivieri@timewarner.com, paul.lee@timewarner.com		
<b>Correspondent Name:</b>	Paul A. Lee		
<b>Address Line 1:</b>	One Time Warner Center		
<b>Address Line 2:</b>	14-256		
<b>Address Line 4:</b>	New York, NEW YORK 10019		
<b>NAME OF SUBMITTER:</b>	Paul A. Lee		
<b>Signature:</b>	/Paul A. Lee/		
<b>Date:</b>	12/06/2007		

CH \$40.00 2976577

Total Attachments: 1

**900093535**

**TRADEMARK  
 REEL: 003672 FRAME: 0860**



TRADEMARK/SERVICE MARK ASSIGNMENT

WHEREAS Belvoir Publications, Inc. (DE corp.), of 800 Connecticut Avenue, Norwalk, CT 06854-1631 (and/or 75 Holly Hill Lane, P.O. Box 2626, Greenwich, CT 06836) (the "Assignor"), is the owner of the following trademark/service mark registered in the United States Patent and Trademark Office (hereinafter the "Trademark");

BEAUTYWATCH

Reg. No. 2,976,577

WHEREAS Kelly Pioneer Group, LLC. (District of Columbia corp.), as agent for an undisclosed principal, of 601 Pennsylvania Avenue, NW, Washington, DC 2004 (the "Assignee"), is desirous of acquiring the Trademark, all applications and registrations therefore, all common law rights and good will associated therewith; and

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, the Assignor does hereby assign to the Assignee all right, title and interest in and to the Trademark, and any applications or registrations therefor, together with the good will of the business symbolized by the Trademark, along with the right to sue third parties for past infringement.

Belvoir Publications, Inc.

By: Philip L Penny  
Name: PHILIP L PENNY  
Title: COO

Date: November 29<sup>th</sup>, 2007

State of Connecticut :

County of Fairfield : ss

On the 29<sup>th</sup> day of November, 2007, before me personally came Philip L Penny, to me known, who, being by me duly sworn, did depose and say that he/she resides at Norwalk CT;

that he/she is the individual described in and which executed the above instrument; and that he/she signed his/her name thereto by authority duly held.

Jennifer Jimolka  
Notary Public

JENNIFER D. JIMOLKA  
NOTARY PUBLIC  
REG. NO. 131298  
STATE OF CONNECTICUT  
MY COMMISSION EXPIRES 3/31/2012

TOTAL P.05