

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
Kelly Pioneer Group, LLC		11/30/2007	LIMITED LIABILITY COMPANY: DISTRICT OF COLUMBIA
RECEIVING PARTY DATA			
Name:	Time Inc.		
Street Address:	1271 Avenue of the Americas		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10020		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2976577	BEAUTYWATCH	
CORRESPONDENCE DATA			
Fax Number:	(212)202-6360		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-484-8973		
Email:	patricia.olivieri@timewarner.com, paul.lee@timewarner.com		
Correspondent Name:	Paul A. Lee		
Address Line 1:	One Time Warner Center		
Address Line 2:	14-256		
Address Line 4:	New York, NEW YORK 10019		
NAME OF SUBMITTER:	Paul A. Lee		
Signature:	/Paul A. Lee/		
Date:	12/06/2007		

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Total Attachments: 1
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TRADEMARK/SERVICE MARK ASSIGNMENT

WHEREAS Kelly Pioneer Group, LLC. (District of Columbia corp.), as agent for an undisclosed principal, of 601 Pennsylvania Avenue, NW, Washington, DC 2004 (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 Time Inc. (DE corp.), of 1271 Avenue of the Americas, New York, NY 10019 (the "Assignee"), is desirous of acquiring the Trademark, all applications and registrations therefore, all common law rights and good will associated therewith; and

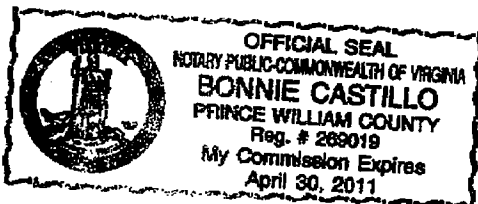
NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, the Assignor does hereby assign to the Assignee all right, title and interest in and to the Trademark, and any applications or registrations therefor, together with the good will of the business symbolized by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

Kelly Pioneer Group, LLC.

By: [Signature]
Name: Frank Kelly
Title: President

Date: 11/30, 2007
State of VA
County of Princewill

On the 30 day of November, 2007, before me personally came Frank Kelly, to me known, who, being by me duly sworn, did depose and say that he resides at 7516 Detwiler Dr Clifton VA 20124; that he is the individual described in and which executed the above instrument; and that he signed his name thereto by authority duly held.



[Signature]
Notary Public