

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
Nielsen Business Media, Inc.		05/30/2008	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Interweave Press, LLC		
Street Address:	201 E. Fourth Street		
City:	Loveland		
State/Country:	COLORADO		
Postal Code:	80537		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	0855124	AMERICAN ARTIST	
Registration Number:	1950085	HIGHLIGHTS	
Registration Number:	2291689	THE ART METHODS & MATERIALS SHOW	
Registration Number:	3226861	KIDS DRAW	
Registration Number:	3272440	AMERICAN ARTIST	
CORRESPONDENCE DATA			
Fax Number:	(212)415-8701		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(212) 415-8700		
Email:	ptotmcommunications@morganfinnegan.com		
Correspondent Name:	Morgan & Finnegan, L.L.P.		
Address Line 1:	3 World Financial Center		
Address Line 4:	New York, NEW YORK 10281-2101		
ATTORNEY DOCKET NUMBER:	4817-4026		

CH \$140.00 0855124

NAME OF SUBMITTER:	Christine F. Benton
Signature:	/Christine F. Benton/
Date:	06/04/2008
Total Attachments: 6 source=Nielsen Business Media - Interweave Press - Assignment#page1.tif source=Nielsen Business Media - Interweave Press - Assignment#page2.tif source=Nielsen Business Media - Interweave Press - Assignment#page3.tif source=Nielsen Business Media - Interweave Press - Assignment#page4.tif source=Nielsen Business Media - Interweave Press - Assignment#page5.tif source=Nielsen Business Media - Interweave Press - Assignment#page6.tif	

ASSIGNMENT OF TRADEMARKS

This ASSIGNMENT OF TRADEMARKS is made, executed and delivered as of May 30, 2008, by Nielsen Business Media, Inc., a Delaware corporation ("Assignor") for the benefit of Interweave Press, LLC, a Delaware limited liability company ("Assignee").

WHEREAS, Assignor and Assignee entered into that certain Asset Purchase Agreement dated as of the date hereof (the "Asset Purchase Agreement"), pursuant to which Assignee has purchased all trademarks of the AA Business (as defined in the Asset Purchase Agreement) subject to the terms and conditions therein; and

WHEREAS, in accordance with the Asset Purchase Agreement, Assignor desires to transfer and assign to Assignee, and Assignee desires to accept the transfer and assignment of, all of Assignor's right, title and interest in, to and under the trademarks described on Schedule A (the "Trademarks") attached hereto.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby transfers and assigns unto Assignee, and Assignee hereby accepts the transfer and assignment of, all of Assignor's right, title and interest in, to and under, the Trademarks, together with the goodwill of the business associated therewith and which is symbolized thereby, all rights to sue for infringement of any Trademark, whether arising prior to or subsequent to the date of this Assignment of Trademarks, and any and all renewals and extensions thereof that may hereafter be secured under the laws now or hereafter in effect in the United States and any other jurisdiction, the same to be held and enjoyed by Assignee, its successors and assigns from and after the date hereof as fully and entirely as the same would have been held and enjoyed by Assignor had this Assignment of Trademarks not been made.

The covenants, agreements, representations and warranties provided in the Asset Purchase Agreement with respect to the Trademarks are hereby incorporated herein by this reference and shall inure to the benefit of Assignee, and be binding upon Assignor, and their respective successors and permitted assigns, subject to the limitations, terms and conditions of the Asset Purchase Agreement.

Assignor authorizes and requests the Commissioner of Patents and Trademarks of the United States and the equivalent office in each country in which the Trademarks are registered to record Assignee as the owner of the Trademarks and issue any trademarks which may be granted on any applications included in the Trademarks to Assignee as assignee of the entire right, title and interest therein and thereto.

Assignor agrees to execute any powers-of-attorney, applications, assignments, declarations, affidavits and other papers and to take such further actions as may be necessary to transfer, record and perfect the right, title and interest of Assignee in the Trademarks.

Except to the extent that federal law preempts state law with respect to the matters covered hereby, this Assignment of Trademarks shall be governed by and construed in

accordance with the laws of the State of Delaware, without giving effect to the principles of conflicts of laws thereof.

In the event of any conflict or other inconsistency between this Assignment of Trademarks and the Asset Purchase Agreement, the Asset Purchase Agreement shall govern and be binding.

This Assignment of Trademarks may be executed in two or more counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument. Signatures of the parties transmitted by facsimile or other electronic transmission shall be deemed to be their original signatures for all purposes.

[Signature Page Follows]

IN WITNESS WHEREOF, the undersigned have executed this Assignment of Trademarks as of the date first above written.

Nielsen Business Media, Inc.

By:  _____

Name: Derek Irwin
Title: SVP, Finance

ACCEPTED:

Interweave Press, LLC

By: _____
Name:
Title:

STATE OF
COUNTY OF

On this 30th day of May, 2008, before me personally came
DEBRA IRWIN of Nielsen Business Media, Inc., to me known and
known to me to be the same person described in and who executed the foregoing
instrument and duly acknowledged to me that this document was executed as the free act
and deed of the Assignor.


Notary Public

MARK S. MILLER
Notary Public, State of New York
No. 31-4678912
Qualified in New York County
Commission Expires November 10, 20 10

TRADEMARK

REEL: 003788 FRAME: 0334

IN WITNESS WHEREOF, the undersigned have executed this Assignment of Trademarks as of the date first above written.

Nielsen Business Media, Inc.

By: _____

Name: Derek Irwin
Title: SVP, Finance

ACCEPTED:

Interweave Press, LLC

By:  _____

Name: *Clay Hall*

Title: *CEO*

Schedule A

Title	Country	Serial No.	Reg. No.	Filing Date	Reg. Date
AMERICAN ARTIST	United States	72/263,738	855,124	02/01/1967	08/20/1968
AMERICAN ARTIST (Class 41)	United States	78/971,486	3,272,440	09/11/2006	07/31/2007
THE ART METHODS & MATERIALS SHOW	United States	75/471,810	2,291,689	04/21/1998	11/09/1999
HIGHLIGHTS	United States	74/493,682	1,950,085	02/23/1994	01/23/1996
KIDS DRAW	United States	78/722,249	3,226,861	09/28/2005	04/10/2007