

TRADEMARK ASSIGNMENT

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 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
Douglas Publications, Inc.		10/15/2004	CORPORATION: VIRGINIA
RECEIVING PARTY DATA			
Name:	Hearst Business Communications, Inc.		
Street Address:	50 Charles Lindbergh Blvd.		
Internal Address:	Suite 100		
City:	Uniondale		
State/Country:	NEW YORK		
Postal Code:	11553		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	76474951	FLOORING MAGAZINE	
CORRESPONDENCE DATA			
Fax Number:	(212)649-2035		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-649-2059		
Email:	bfitzpatrick@hearst.com		
Correspondent Name:	Bridgette Fitzpatrick		
Address Line 1:	959 Eighth Avenue		
Address Line 4:	New York, NEW YORK 10019		
ATTORNEY DOCKET NUMBER:	ASSIGN- FLOORING MAG		
NAME OF SUBMITTER:	Catherine A. Bostron		
Signature:	/Catherine A, Bostron/		
Date:	06/24/2008		

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Total Attachments: 3

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TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (this "Assignment"), dated as of October 15, 2004, is by and between Douglas Publications, Inc., a Virginia corporation with principal offices at 2807 N. Parham Road, Suite 200, Richmond, VA 23294 (the "Assignor"), and Hearst Business Communications, Inc., a Delaware corporation with principal offices at 50 Charles Lindbergh Boulevard, Suite 100, Uniondale, NY 11553 (the "Assignee"). Capitalized terms used but not otherwise defined in this Assignment shall have the meanings given them in the Asset Purchase Agreement, dated as of October 15, 2004, by and among the Assignor, and the Assignee (the "Purchase Agreement").

WHEREAS, the Assignor is the owner of the entire right, title and interest in, to and under the trademarks, service marks, trade dress, logos, trade names and trademark registrations and applications identified and set forth on Schedule A hereto (the "Trademarks");

WHEREAS, pursuant to the Purchase Agreement, the Assignee has agreed to purchase certain assets of Assignor, including without limitation, all of the Assignor's right, title and interest in, to and under the Trademarks;

NOW, THEREFORE, the parties hereto agree as follows:

1. Assignment. The Assignor hereby assigns, sells, transfers, grants and conveys to the Assignee, its successors and assigns all right, title and interest in and to the Trademarks together with the goodwill of the business symbolized by the Trademarks, including all rights therein provided by international conventions and treaties, and including, without limitation, the right to sue for, assert claims or demands, settle and/or release, and recover damages and all other remedies, for any past, present or future infringement thereof.

2. Further Assurances.

(a) Within thirty days after the execution of this Assignment, the Assignor shall deliver to the Assignee all documents and information reasonably necessary to complete the prosecution of the trademarks and service marks in the United States Patent and Trademark Office and shall provide reasonable assistance necessary for the same.

(b) The Assignor shall timely execute and deliver any additional documents and perform such additional acts necessary or desirable to permit the Assignee to record and perfect the interest of the Assignee in, to and under the Trademarks and shall not enter into any agreement in conflict with this Assignment.

(c) The Assignor authorizes and requests the United States Patent and Trademark Office and or head of any foreign Trademark Office to issue all trademark or service mark registrations that may issue on an application for any trademark or service mark or a portion thereof to the Assignee, its successors and assigns, in accordance with this Assignment.

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IN WITNESS WHEREOF, Seller has executed or caused this Bill of Sale to be executed on its behalf by its duly authorized officer as of the date first above written.

DOUGLAS PUBLICATIONS, INC.

By: Frank Finn
Name: Frank Finn
Title: Vice President

Receipt of the foregoing instrument acknowledged:

HEARST BUSINESS COMMUNICATIONS, INC.

By: William K. Baker
Name: William K. Baker
Title: VICE PRESIDENT & GENERAL MANAGER

NYA 6911771

SCHEDULE A

TRADEMARKS

FLOORING MAGAZINE (Stylized), ser. no. 76474951
FLOORING FAX NEWS

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