

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Century Publishing Company		05/16/2007	CORPORATION: ILLINOIS
World Publishing Company		05/16/2007	CORPORATION: ILLINOIS
RECEIVING PARTY DATA			
Name:	Mr. Howard B. Samuels		
Street Address:	350 North LaSalle Street		
Internal Address:	Ste. 1100		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60610		
Entity Type:	INDIVIDUAL: UNITED STATES		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	1759787	BASEBALL DIGEST	
Serial Number:	76438078	CRUISE TRAVEL	
CORRESPONDENCE DATA			
Fax Number:	(312)641-6959		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	3123777865		
Email:	dschoenherr@stahlcowen.com		
Correspondent Name:	David Schoenherr		
Address Line 1:	55 W. Monroe St.		
Address Line 2:	Ste. 1200		
Address Line 4:	Chicago, ILLINOIS 60603		
ATTORNEY DOCKET NUMBER:	031808.0001		
NAME OF SUBMITTER:	David M. Schoenherr		

OP \$65.00 1759787

Signature:

/David M. Schoenherr/

Date:

08/19/2008

Total Attachments: 4

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT ("Assignment") is made and entered into as of this 14 day of May, 2007 ("Effective Date"), by and between Century Publishing Company ("Century"), an Illinois corporation and World Publishing Company ("World"), an Illinois corporation (together, Century and World, the "Assignor"), and Howard B. Samuels, not individually but solely as assignee for the benefit of creditors of Century and World (the "Assignee").

WHEREAS, Assignor is the owner of the United States right, title and interest in, to and under the trademarks and the United States trademark registrations and applications for registration identified and set forth on Schedule I, including variations thereof, (collectively, the "Marks"), and the goodwill of the business associated therewith.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto agree to the following:

1. Assignor does hereby sell, assign, transfer and set over to Assignee its entire right, title and interest in and to the Marks together with all goodwill associated therewith, and all registrations and applications therefor, in the United States and all foreign countries, including any renewals and extensions of the registrations that are or may be secured under the laws of the United States and all foreign countries, now or hereafter in effect, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment and sale had not been made, together with all income, royalties, damages and payments due or payable as of the Effective Date or thereafter, including, without limitation, all claims for damages and payments by reason of past, present or future infringement or other unauthorized use of the Marks, with the right to sue for, and collect the same for Assignee's own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives.

2. Assignor requests the Commissioner of Patents and Trademarks to record Assignee as the assignee and owner thereof.

3. Assignor shall provide to Assignee, its successors, assigns or other legal representatives, cooperation and assistance at Assignee's request and expense (including the execution and delivery of any and all affidavits, declarations, oaths, samples, exhibits, specimens and other documentation as may be reasonably required): (1) in the preparation and prosecution of any application for registration or any application for renewal of a registration covering any of the Marks; (2) in the prosecution or defense of any interference, opposition, infringement or other proceedings that may arise in connection with any of the Marks, including, but not limited to, testifying as to any facts relating to the Marks assigned herein and this Assignment; (3) in obtaining any additional trademark protection for the Marks that Assignee reasonably may deem appropriate that may be secured under the laws now or hereafter in effect in the United States or for all foreign countries; and (4) in the implementation or perfection of this Assignment.

IN TESTIMONY WHEREOF, the Assignor and Assignee have caused this Assignment to be signed and executed by the undersigned officers thereunder duly authorized this 16 day of May 2007.

CENTURY PUBLISHING COMPANY

By: 

Name: NORMAN JACOBS

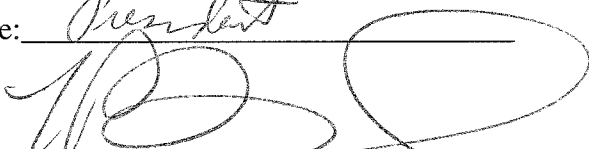
Title: President

WORLD PUBLISHING COMPANY

By: 

Name: NORMAN JACOBS

Title: President


Howard B. Samuels, not individually but solely as assignee for the benefit of creditors of Century Publishing Company and World Publishing Company

STATE OF ILLINOIS

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COUNTY OF COOK

On this 10th day of May, 2007, there appeared before me Norman J. Jacobs, personally known to me, who acknowledged that he signed the foregoing Assignment as his voluntary act and deed on behalf and with full authority of Century Publishing Company.



Kathleen M. Knusta
Notary Public

STATE OF ILLINOIS

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COUNTY OF COOK

On this 10th day of May 2007, there appeared before me Norman J. Jacobs, personally known to me, who acknowledged that he/she signed the foregoing Assignment as his/her voluntary act and deed on behalf and with full authority of World Publishing Company.



Norman J. Jacobs
Kathleen M. Knusta
Notary Public

STATE OF ILLINOIS

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COUNTY OF COOK

On this 10th day of May 2007, there appeared before me Howard B. Samuels, personally known to me, who acknowledged that he/she signed the foregoing Assignment as his/her voluntary act and deed on behalf and with full authority of World Publishing Company.



Howard B. Samuels
Kathleen M. Knusta
Notary Public

SCHEDULE I

Trademarks

<u>Trademark</u>	<u>Registration No.</u>	<u>Date</u>
Baseball Digest	1759787	March 23, 1993
Cruise Travel	2768979	September 30, 2003