

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF AN UNDIVIDED PART OF ASSIGNOR'S INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Meredith Corporation		04/18/2007	CORPORATION: IOWA
RECEIVING PARTY DATA			
Name:	Learfield Communications, Inc.		
Street Address:	505 Hobbs Road		
City:	Jefferson City		
State/Country:	MISSOURI		
Postal Code:	65109-6829		
Entity Type:	CORPORATION: MISSOURI		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	2716071	LIVING THE COUNTRY LIFE	
Registration Number:	3358897	LIVING THE COUNTRY LIFE	
Registration Number:	3355881	LIVING THE COUNTRY LIFE	
Registration Number:	3399282	LIVING THE COUNTRY LIFE	
CORRESPONDENCE DATA			
Fax Number:	(515)284-2776		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	515.284.2167		
Email:	becky.king@meredith.com		
Correspondent Name:	Rebecca J. King		
Address Line 1:	1716 Locust Street		
Address Line 4:	Des Moines, IOWA 50309-3023		
NAME OF SUBMITTER:	Rebecca J. King		
Signature:	/Rebecca J. King/		

CH \$115.00 2716071

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TRADEMARK
REEL: 003852 FRAME: 0341

Date:

09/12/2008

Total Attachments: 2

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ASSIGNMENT OF TRADEMARK

WHEREAS, Meredith Corporation, a corporation of Iowa with offices at 1716 Locust Street, Des Moines, Iowa 50309 ("Assignor") is the owner of all right, title, and interest in and to the trademark LIVING THE COUNTRY LIFE in connection with the goods and services claimed in the registrations and pending applications for the mark set forth on the annexed Schedule A (the "Trademark"), and

WHEREAS, Learfield Communications, Inc., a corporation of Missouri with offices at 505 Hobbs Road, Jefferson City, Missouri 65109-6829 (hereinafter "Learfield" or "Assignee") is desirous of acquiring an undivided 49% interest in and to the Trademark, the goodwill appurtenant thereto, and the registration and applications in respect thereof;

WHEREAS, Meredith has agreed to sell and Learfield has agreed to buy a forty-nine percent (49%) undivided interest in the Business Assets of which the Trademark is a part, as set forth in the Joint Venture Formation Agreement dated April 18, 2007; and

NOW, THEREFORE, in consideration of the sum of one dollar (\$1.00) and other good and valuable consideration as set forth in the Joint Venture Formation Agreement, the sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee an undivided forty-nine percent (49%) interest in and to the rights and title in the Trademark together with the goodwill of the business appurtenant thereto and symbolized by said Trademark.

This instrument is executed by, and shall be binding upon, Assignor, his successors and assigns, for the uses and purposes above set forth and referred to and shall inure to the benefit of Assignee, its successors and assigns.

Dated as of this 25th day of June, 2007

Meredith Corporation

By: 9.3

Name:

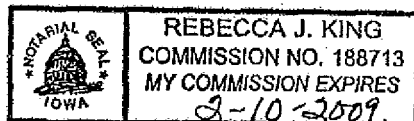
John Zieser

Title:

Chief Development Officer, General Counsel
and Secretary

State of Iowa)
) ss.:
County of Polk)

On this 13th of July, 2007, personally appeared John Zieser, to me known and known to me to be VP - Gen. Coun. of Meredith Corporation, the Assignor above named, and acknowledged that s/he executed the foregoing Assignment of Registered Trademark on behalf of said Assignor and pursuant to authority duly received.



Rebecca J. King
Notary Public of the State of
Iowa

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SCHEDULE A

<u>Trademark</u>	<u>Serial Number</u>	<u>Registration Number</u>
LIVING THE COUNTRY LIFE		2716071
LIVING THE COUNTRY LIFE	77149249	
LIVING THE COUNTRY LIFE	77151003	
LIVING THE COUNTRY LIFE	77151011	

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