

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
Meredith Corporation		06/25/2007	CORPORATION: IOWA
Learfield Communications, Inc.		06/25/2007	CORPORATION: MISSOURI

RECEIVING PARTY DATA

Name:	Living the Country Life LLC
Street Address:	1716 Locust Street
City:	Des Moines
State/Country:	IOWA
Postal Code:	50309-3023
Entity Type:	LIMITED LIABILITY COMPANY: IOWA

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
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
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/

TRADEMARK

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REEL: 003852 FRAME: 0355

CH \$115.00 2716071

Date:

09/12/2008

Total Attachments: 4

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ASSIGNMENT OF TRADEMARK

WHEREAS, Meredith Corporation, a corporation of Iowa with offices at 1716 Locust Street, Des Moines, Iowa 50309 ("Meredith") and Learfield Communications, Inc., a corporation of Missouri with offices at 505 Hobbs Road, Jefferson City, Missouri 65109-6829 ("Learfield") (Meredith and Learfield collectively to be referred to herein as "Assignor"), together 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, Living the Country Life LLC, an Iowa limited liability company with offices at 1716 Locust Street, Des Moines, Iowa 50309 (hereinafter "Assignee") is desirous of acquiring all rights, title, and interest to the Trademark, the goodwill appurtenant thereto, and the registrations and applications in respect thereof;

NOW, THEREFORE, in consideration of the sum of one dollar (\$1.00) and other good and valuable consideration, the sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Trademark together with the goodwill of the business appurtenant thereto and symbolized by said Trademark.

Assignor hereby irrevocably constitutes and appoints Assignee and its successors, legal representatives and assigns the true and lawful attorneys of Assignor, with full power of substitution, in the name of Assignor or Assignee but on behalf of and for the benefit of Assignee and its successors, legal representatives and assigns, and at the sole expense of Assignee, to institute, prosecute, compromise, defend and settle any and all proceedings at law, in equity or otherwise that and its successors, legal representatives or assigns may deem proper in order to collect, assert or enforce any claim, right or title of any kind in or to any property rights of Assignor in the Trademark, including the right to sue for past infringement of the Trademark, and to do all such acts and things in relation thereto and as its successors, legal representatives or assigns, shall deem desirable. Assignor shall fully cooperate with and assist Assignee in such proceedings. Assignor hereby declares that the appointment hereby made and the powers hereby granted are coupled with an interest and are and shall be irrevocable and perpetual and shall not be terminated by any act of Assignor or by operation of law, or by the occurrence of any other event, including, without limitation, the bankruptcy of Assignor, or in any other manner or for any other reason. Assignee shall take sole responsibility for recording this assignment or any other steps required to secure the chain of title.

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: _____
Name: _____
Title: _____

Learfield Communications, Inc.

By: Roger L. Gardner
Name: ROGER L. GARDNER
Title: PRESIDENT

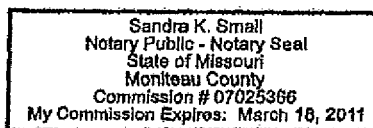
State of _____)
County of _____) ss.:

On this _____ of _____, 2007, personally appeared _____, to me known and known to me to be _____ of Meredith Corporation, with Learfield Communications, Inc. 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 duty received.

State of _____)
County of _____) ss.:

On this 25 of June, 2007, personally appeared Roger Gardner, to me known and known to me to be President of Learfield Communications, Inc., with 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 duty received.

Sandra K. Small
Notary Public



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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

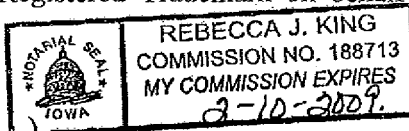
Meredith Corporation

By: 978
Name: John Zieser
Title: Chief Development Officer, General Counsel & Secretary
Learfield Communications, Inc.

By: _____
Name: _____
Title: _____

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, with Learfield Communications, Inc. 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.



State of _____)
) ss.:
County of _____)

Rebecca J. King
Notary Public for the State
of Iowa

On this _____ of _____, 2007, personally appeared _____, to me known and known to me to be _____ of Learfield Communications, Inc., with 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.

Notary Public

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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