

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
NatMag Specialist Media (AIM) Limited		02/20/2007	COMPANY: UNITED KINGDOM

RECEIVING PARTY DATA

Name:	The National Magazine Company Limited
Street Address:	72 Broadwick Street
City:	London
State/Country:	UNITED KINGDOM
Postal Code:	W1F 9EP
Entity Type:	COMPANY: UNITED KINGDOM

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	2620156	YOU & YOUR WEDDING

CORRESPONDENCE DATA

Fax Number: (212)949-9190
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: (212) 949-9022
 Email: JMStarzynski@lawabel.com
 Correspondent Name: Victor M. Tannenbaum
 Address Line 1: 666 Third Avenue
 Address Line 2: 10th Floor
 Address Line 4: New York, NEW YORK 10017

ATTORNEY DOCKET NUMBER:	8003632
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DOMESTIC REPRESENTATIVE

Name:
 Address Line 1:

CH \$40.00 2620156

Address Line 2:

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Victor M. Tannenbaum

Signature:

/VMT/

Date:

11/17/2008

Total Attachments: 3

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DECLARATION

1. **AIMEE NISBET** being duly sworn, declare that:

1. I am **COMPANY SECRETARY** of **THE NATIONAL MAGAZINE COMPANY LIMITED**, with an address at 72 Broadwick Street, London W1F 9EP, England ("ASSIGNEE").

2. The facts set forth herein are within my own personal knowledge, on information and belief, or within the records maintained by ASSIGNEE, to which I have access.

3. The National Magazine Company Limited is the current owner of the United States Trademark Registration No. 2620156 for the trademark **YOU & YOUR WEDDING** ("Registration"). The facts by which it acquired ownership and all the goodwill associated with the Registration is as follows:

(a) **NATMAG SPECIALIST MEDIA (AIM) LIMITED** ("ASSIGNOR") was the original owner of the Registration and was a wholly owned subsidiary of ASSIGNEE.

(b) ASSIGNOR intended to assign the Registration to ASSIGNEE pursuant to a Deed of Assignment executed by ASSIGNOR and ASSIGNEE on February 20, 2007 which covered a mark in a different jurisdiction. However, due to a clerical error the Registration was not included in the Deed of Assignment.

(c) The aforementioned assignment included all right, title and interest in the Registration and the goodwill associated therewith.

I make this Declaration conscientiously believing its contents to be true in every particular respect to the best of my knowledge and belief.

By *Aimee Nisbet*

Title: **COMPANY SECRETARY**

Date: **25 September 2008**

ASSIGNMENT

THIS ASSIGNMENT is made the 20th day of February 2007

BETWEEN

NatMag Specialist Media (AIM) Limited, formerly of Silver House, 31-35 Beak Street, London W1R 3LD and now of 72 Broadwick Street, London W1F 9EP, a company incorporated under the laws of England ("the Assignor") of the one part;

AND

THE NATIONAL MAGAZINE COMPANY LIMITED, of 72 Broadwick Street, London W1F 9EP a company incorporated under the laws of England ("the Assignee") of the other part;

WHEREAS

- A. "The Assignor" is the proprietor of the Trade Mark referred to in the Schedule ("the Trade Mark").
- B. The Assignor has agreed with the Assignee for the sale to the Assignee of the Trade Mark in consideration of and upon the terms set out below.

NOW IT IS AGREED AS FOLLOWS

1. In consideration of the sum of £1 (one pound sterling) together with other good and valuable consideration paid by the Assignee to the Assignor (the receipt of which is hereby acknowledged) the Assignor, with full title guarantee, hereby assigns to the Assignee ALL THAT property, right, title and interest in the Trade Mark TOGETHER with the goodwill attaching to and symbolised by the mark TO HOLD the same unto the Assignee, his assigns and successors in title absolutely.
2. The Assignor covenants to execute all such documents, forms and authorisations and depose to or swear any declaration or oath as may be reasonably required by the Assignee to vest full right, title and interest in the Trade Mark in the Assignee.
3. The parties hereby agree that this Assignment is to be governed by English law and the parties submit to the exclusive jurisdiction of the English Courts in respect of any dispute relating to this Assignment.

