

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Working Mother Media, Inc.		09/24/2008	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Bonnier Working Mother Media, Inc.		
<b>Street Address:</b>	460 N. Orlando Ave., Suite 200		
<b>Internal Address:</b>	Attn: Mia Sykes		
<b>City:</b>	Winter Park		
<b>State/Country:</b>	FLORIDA		
<b>Postal Code:</b>	32707		
<b>Entity Type:</b>	CORPORATION: FLORIDA		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	77098181	CDO INSIGHTS	
<b>Serial Number:</b>	77098174	CEO INITIATIVES	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(407)571-4719		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
<b>Phone:</b>	407-571-4963		
<b>Email:</b>	mia.sykes@bonniercorp.com		
<b>Correspondent Name:</b>	Jeremy M. Thompson		
<b>Address Line 1:</b>	Bonnier Corporation		
<b>Address Line 2:</b>	460 N. Orlando Ave., Suite 200		
<b>Address Line 4:</b>	Winter Park, FLORIDA 32707		
<b>NAME OF SUBMITTER:</b>	Jeremy M. Thompson		
<b>Signature:</b>	/Jeremy M. Thompson/		

CH \$65.00 77098181

Date:

11/18/2008

**Total Attachments: 7**

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## TRADEMARKS ASSIGNMENT

This TRADEMARKS ASSIGNMENT is made, executed and delivered as of September 24, 2008, by Working Mother Media, Inc., a Delaware corporation ("Assignor"), for the benefit of Bonnier Working Mother Media, Inc., a Delaware corporation ("Assignee").

WHEREAS, Assignor and Assignee entered into that certain Asset Purchase Agreement dated as of the date hereof (the "Asset Purchase Agreement"), pursuant to which Assignee has purchased all of Assignor's right, title and interest in, to and under (i) the trademarks, service marks, and applications and (ii) all divisions, reissues, reexaminations, substitutions, continuations, continuations-in-part, foreign counterparts and extensions of the trademarks, service marks and applications, in each case listed on Schedule A attached hereto (the "Trademarks").

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby irrevocably transfers and assigns to Assignee, and Assignee hereby accepts the transfer and assignment of, all of Assignor's right, title and interest in, to and under, the Trademarks, together with the goodwill of the business associated therewith or which is symbolized thereby, all rights to sue for infringement of any Trademark, whether arising prior to or subsequent to the date of this Trademarks Assignment, and any and all renewals and extensions thereof that may hereafter be secured under the laws now or hereafter in effect in the United States and any other jurisdiction, the same to be held and enjoyed by Assignee, its successors and assigns from and after the date hereof.

The covenants, agreements, representations and warranties provided in the Asset Purchase Agreement with respect to the Trademarks are hereby incorporated herein by this reference and shall inure to the benefit of Assignee, and be binding upon Assignor, and their respective successors and permitted assigns, subject to the limitations, terms and conditions of the Asset Purchase Agreement.

To the extent the Trademarks include any United States trademark application that is based on an intent-to-use, Assignor hereby acknowledges that this Assignment is to a successor to that portion of Assignor's business to which the Trademarks pertain, in accordance with 15 U.S.C. § 1060(a)(1).

Assignor authorizes and requests the Commissioner of Patents and Trademarks of the United States and the equivalent office in each country in which the Trademarks are registered to record Assignee as the owner of the Trademarks and issue any trademarks which may be granted on any applications included in the Trademarks to Assignee as assignee of the entire right, title and interest therein and thereto.

Assignor agrees to execute any powers-of-attorney, applications, assignments, declarations, affidavits and other papers and to take such further actions as may be necessary to transfer, record and perfect the right, title and interest of Assignee in the Trademarks.

Except to the extent that federal law preempts state law with respect to the matters covered hereby, this Trademarks Assignment shall be governed by and construed in accordance with the laws of the State of Delaware, without giving effect to the principles of conflicts of laws thereof.

Assignor and Assignee hereby acknowledge and agree that neither the representations and warranties nor the rights, remedies and obligations of any party under the Asset Purchase Agreement shall be deemed enlarged, limited, modified or altered in any way by this Trademarks Assignment. In the event of any conflict or other inconsistency between this Trademarks Assignment and the Asset Purchase Agreement, the Asset Purchase Agreement shall govern and be binding.

Nothing in this Trademarks Assignment is intended to confer upon any person other than Assignor and Assignee and their respective Affiliates and successors and assigns, any rights, remedies, obligations or liabilities under or by reason of this Trademarks Assignment.

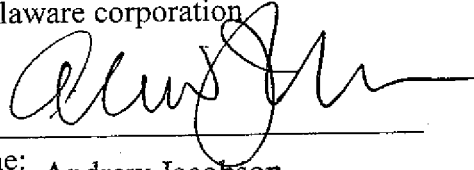
This Trademarks Assignment may be modified, amended or waived only by a written document specifically identifying this Trademarks Assignment and signed by a duly authorized executive officer of each of Assignor and Assignee.

This Trademarks Assignment may be executed in any number of separate counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument. Signatures of the parties transmitted by facsimile or other electronic transmission shall be deemed to be their original signatures for all purposes.

*[Signature Page Follows]*

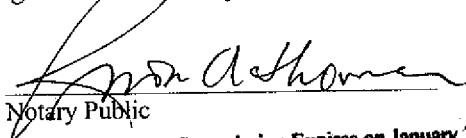
IN WITNESS WHEREOF, each of the undersigned has caused this Trademarks Assignment to be duly executed on its behalf by its duly authorized officer as of the date first written above.

Working Mother Media, Inc.  
a Delaware corporation

By:   
Name: Andrew Jacobson  
Title: Vice President

STATE OF  
COUNTY OF

On this 24 day of September, 2008, before me personally came Andrew Jacobson  
VP of Working Mother Media, Inc., to me known and known to me to be the same person described in and who executed the foregoing instrument and duly acknowledged to me that this document was executed as the free act and deed of the Assignor.

  
Notary Public

My Commission Expires on January 31, 2012

**ACCEPTED:**

Bonnier Working Mother Media, Inc.  
a Delaware corporation

By: \_\_\_\_\_  
Name:  
Title:

IN WITNESS WHEREOF, each of the undersigned has caused this Trademarks Assignment to be duly executed on its behalf by its duly authorized officer as of the date first written above.

Working Mother Media, Inc.  
a Delaware corporation

By: \_\_\_\_\_  
Name:  
Title:

STATE OF  
COUNTY OF

On this \_\_\_\_ day of \_\_\_\_\_, 2008, before me personally came \_\_\_\_\_,  
\_\_\_\_\_ of Working Mother Media, Inc., to me known and known to me to be the  
same person described in and who executed the foregoing instrument and duly acknowledged to me that this document  
was executed as the free act and deed of the Assignor.

\_\_\_\_\_  
Notary Public

**ACCEPTED:**

Bonnier Working Mother Media, Inc.  
a Delaware corporation .

By: Dan Altman  
Name: DAN ALTMAN  
Title: Vice President

SCHEDULE A

Trademarks

July 8, 2008  
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Working Mother Media -- U.S. AND FOREIGN TRADEMARK REGISTRATIONS AND APPLICATIONS

<u>Dist.</u>	<u>Country</u>	<u>App. No.</u>	<u>App. Date</u>	<u>Reg. No.</u>	<u>Reg. Date</u>	<u>Mark</u>
21748	U.S.			182795	4/28/81	WORKING WOMAN
21748-A	CANADA			262260	9/4/81	WORKING WOMAN
21748	FRANCE			262079	2/21/94	WORKING WOMAN
21748	JAPAN	1926/90	2/11/90	2715601	8/30/96	WORKING WOMAN
21748	PHILIPPINES			43129	2/10/89	WORKING WOMAN
21748	FRANCE			262080	2/20/94	WORKING WOMAN & DESIGN
27218	U.S.	734913	5/31/88	151734	12/20/88	WORKING WOMAN
34944	U.S.			1248572	6/28/93	WORKING MOTHER
34944	CANADA	654279	3/28/90	424472	3/4/94	WORKING MOTHER
34944	JAPAN			4194525	4/10/98	WORKING MOTHER (RESTAURANT)
55220	U.S.			1229629	3/8/88	EXECUTIVE FEMALE
55220	U.S.			1220721	9/5/83	MAFE
55221	U.S.			1279302	9/22/84	NATIONAL ASSOCIATION FOR FEMALE EXECUTIVES
59272	U.S.	75/718261	6/1/89	2487700	3/20/01	WORKING MOTHER
59272	U.S.	75/718260	6/2/89	2665708	12/17/02	WORKING WOMAN
72112	U.S.	96/592237	2/19/04	3071911	3/21/06	WORKING THROUGH PREGNANCY

**Working Mother Media -- U.S. AND FOREIGN TRADEMARK REGISTRATIONS AND APPLICATIONS**

<u>Dkt.</u>	<u>Country</u>	<u>App. No.</u>	<u>App. Date</u>	<u>Reg. No.</u>	<u>Reg. Date</u>	<u>Mark</u>
74374	U.S.	78/620094	2/29/03	3179627	12/5/06	WAFÉ
75850	U.S.	78/839268	2/21/06	3261105	8/14/07	WORKING MOTHERS OF THE YEAR
75934	U.S.	78/819265	2/21/06	3251104	5/14/07	ADVERTISING WORKING MOTHERS OF THE YEAR
76167	U.S.	78/874617	5/2/06	3202170	1/23/07	WORKING MOTHER MEDIA
76168	U.S.	78/874593	5/2/06			WORKING MOTHER BEST SMALL COMPANIES
76253	U.S.	78/874612	5/2/06	3272161	7/31/07	WORKING MOTHER BALANCE SEEKERS
76254	U.S.	78/874611	5/2/06	3255533	9/18/07	WAFÉ TOP 20 COMPANIES FOR EXECUTIVE WOMEN
76254-A	U.S.	78/978700	5/2/06	3284048	9/21/07	WAFÉ TOP 20 COMPANIES FOR EXECUTIVE WOMEN
76255	U.S.	78/874589	5/2/06			WORKING MOTHER MEDIA BEST COMPANIES FOR WOMEN OF COLOR
76256	U.S.	78/874621	5/2/06	3255534	9/18/07	WORKING MOTHER 100 BEST COMPANIES
76256-A	U.S.	78/978721	5/2/06	3246650	7/17/07	WORKING MOTHER 100 BEST COMPANIES
76257-A	U.S.	77/306172	10/17/07			WORKING MOTHER MEDIA BEST COMPANIES FOR MULTICULTURAL



**Working Mother Media -- U.S. AND FOREIGN TRADEMARK REGISTRATIONS AND APPLICATIONS**

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77475	U.S.	77/098183	2/2/07	3338559	11/20/07	WOMEN BUSINESS WOMEN'S NETWORK
77476	U.S.	77/098184	2/2/07	3338642	11/13/07	DIVERSITY BEST PRACTICES
77477	U.S.	77/098161	2/2/07	3338586	11/20/07	BEST PRACTICES IN CORPORATE COMMUNICATIONS
77478	U.S.	77/098174	2/2/07	3338588	11/20/07	CEO INITIATIVES
77479	U.S.	77/098181	2/2/07			CEO INSIGHTS