

**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>
Cruz Bay Publishing, Inc.		12/30/2008	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	F+W Media, Inc.		
<b>Street Address:</b>	4700 East Galbraith Road		
<b>City:</b>	Cincinnati		
<b>State/Country:</b>	OHIO		
<b>Postal Code:</b>	45236		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	1305863	SOUTHWEST ART	
Registration Number:	1305865	SOUTHWEST ART	
Registration Number:	2634637	ART SOURCE	
Registration Number:	2634636	SOUTHWEST ART'S ART SOURCE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(513)762-7935		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	(513) 455-7635		
<b>Email:</b>	lek@gdm.com		
<b>Correspondent Name:</b>	Lori Krafte		
<b>Address Line 1:</b>	255 East Fifth Street		
<b>Address Line 2:</b>	2900 Chemed Center		
<b>Address Line 4:</b>	Cincinnati, OHIO 45202		
<b>NAME OF SUBMITTER:</b>	Lori Krafte		
<b>Signature:</b>	/Lori Krafte/		

CH \$115.00 1305863

Date:

01/12/2009

Total Attachments: 1

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TRADEMARK ASSIGNMENT

WHEREAS, Cruz Bay Publishing, Inc., a Delaware corporation ("Assignor"), has adopted and used the trademarks identified below (the "Marks"), and is the owner of the trademark registrations in the United States Patent and Trademark Office for the Marks as identified below (the "Registrations"):

<u>Trademark</u>	<u>Registration No.</u>	<u>Registration Date</u>
SOUTHWEST ART	1,305,863	November 20, 1984
SOUTHWEST ART (Stylized)	1,305,865	November 20, 1984
ART SOURCE	2,634,637	October 15, 2002
SOUTHWEST ART'S ART SOURCE (Stylized)	2,634,636	October 15, 2002

WHEREAS, F + W Media, Inc., a Delaware corporation ("Assignee"), desires to acquire all of Assignor's right, title and interest in and to the Marks, the Registrations, and all the goodwill of the business symbolized by the Marks;

WHEREAS, Assignor and Assignee have agreed in an Asset Exchange Agreement dated as of December 30, 2008 that Assignor will assign to Assignee the Marks, the Registrations and all associated goodwill;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which hereby are acknowledged by each party, Assignor hereby assigns to Assignee all of Assignor's right, title and interest in and to the Marks, the Registrations, and the goodwill of the business symbolized by the Marks.

Executed on December 30, 2008

CRUZ BAY PUBLISHING, INC.

  
By: Brian Sellstrom  
Its: Senior Vice President

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