

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
F+W Media, Inc.		12/30/2008	CORPORATION: DELAWARE

RECEIVING PARTY DATA	
Name:	Cruz Bay Publishing, Inc.
Street Address:	300 Continental Boulevard, Suite 650
City:	El Segundo
State/Country:	CALIFORNIA
Postal Code:	90245
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 8

Property Type	Number	Word Mark
Registration Number:	2794279	COUNTRY'S BEST LOG HOMES
Registration Number:	3266627	CUSTOM WOOD HOMES
Registration Number:	2962006	LOG HOME & TIMBER FRAME EXPO
Registration Number:	2966252	LOG HOME & TIMBER FRAME EXPO
Registration Number:	2385742	LOG HOMES ILLUSTRATED
Registration Number:	3180918	LOG HOMES ILLUSTRATED
Registration Number:	2360961	TIMBER HOMES ILLUSTRATED
Registration Number:	3174073	TIMBER HOMES ILLUSTRATED

CORRESPONDENCE DATA	
Fax Number:	(202)659-1559
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	734-926-1938
Email:	trademark@dickinsonwright.com, jnishi@dickinsonwright.com, nhudge@dickinsonwright.com
Correspondent Name:	John C. Nishi

OP \$215.00 2794279

Address Line 1: 1875 Eye Street, N.W., Suite 1200
Address Line 2: International Square
Address Line 4: Washington, DISTRICT OF COLUMBIA 20006

ATTORNEY DOCKET NUMBER:	27932-277
NAME OF SUBMITTER:	John C. Nishi
Signature:	/John C. Nishi/
Date:	01/13/2009

Total Attachments: 3
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TRADEMARK ASSIGNMENT

WHEREAS, F+W Media, 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 in Schedule A hereto (the "Registrations"):

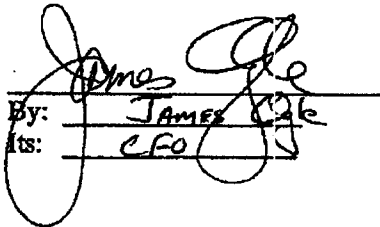
WHEREAS, Cruz Bay Publishing, Inc., a Delaware corporation ("Assignee"), desires to acquire all of Assignor's right, title and interest in and to the Marks, the Registrations, and all the goodwill of the business symbolized by the Marks;

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

F+W MEDIA, INC.


By: JAMES COLE
Its: CFO

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Schedule A

F + W MEDIA, INC. TRADEMARKS, ACTIVE					
COUNTRY	TRADEMARK	SERIAL NO.	REG. NO.	STATUS	OWNER
UNITED STATES	COUNTRY'S BEST LOG HOMES Publications, namely, a magazine about building, designing, maintaining, restoring, and/or decorating log homes in Class 16	76/482,160	2,794,279	REGISTERED	F + W Media, Inc.
UNITED STATES	CUSTOM WOOD HOMES Magazine concerning the architecture and furnishing, adornment, and embellishment of homes and dwellings and the lifestyles of those who live in them in Class 16	77/086,241	3,266,627	REGISTERED	F + W Media, Inc.
UNITED STATES	LOG HOME & TIMBER FRAME EXPO Business management and business consultation services in the field of organizing and conducting trade shows; providing information and consultation in the field of organizing, participating in and conducting trade shows in the fields of log and timber-frame home buying and building; arranging and conducting trade show exhibitions in the fields of log and timber-frame home buying and building; computerized on-line ordering of goods and services in the fields of log and timber-frame buying and building at, and associated with, trade shows; electronic billboard advertising; promoting the goods and services of others by conducting and organizing trade shows in the field of log and timber-frame home buying and building; providing an electronic global network database in the fields of organizing and conducting trade shows; providing on-line computer database in the field of trade show information; providing an on-line computer database in the field of displaying products and services at trade shows by trade show exhibitors; on-line retail store services featuring trade show equipment; rental of office machinery and equipment for trade shows; and travel management services provided to exhibitors at trade shows in Class 35	78/253,266	2,962,006	REGISTERED	F + W Media, Inc.
UNITED STATES	LOG HOME & TIMBER FRAME EXPO & Design Business management and business consultation services in the field of organizing and conducting trade shows; providing information and consultation in the field of organizing, participating in and conducting trade shows in the field of log and timber-frame home buying and building; arranging and conducting trade show exhibitions in the fields of log and timber-frame home buying and building; computerized on-line ordering of goods and services in the fields of log and timber-frame buying and building at, and associated with, trade shows; electronic billboard advertising; promoting the goods and services of others by conducting and organizing trade shows in the fields of log and timber-frame home buying and building; providing an electronic global network database in the field of trade show information; providing an on-line	78/254,789	2,966,252	REGISTERED	F + W Media, Inc.

F + W MEDIA, INC. TRADEMARKS - ACTIVE

COUNTRY	TRADEMARK	SERIAL NO.	REG. NO.	STATUS	OWNER
	computer database in the field of trade show information; providing an on-line computer database in the field of displaying products and services at trade shows by trade show exhibitors; on-line retail store services featuring trade show equipment; rental of office machinery and equipment for trade shows; and travel management services provided to exhibitors at trade shows in Class 35				
UNITED STATES	LOG HOMES ILLUSTRATED Magazine concerning the architecture and furnishing, adornment and embellishment of homes and dwellings and the lifestyles of those who live in them in Class 16	75/846,348	2,385,742	REGISTERED	F + W Media, Inc.
UNITED STATES	LOG HOMES ILLUSTRATED & Design Magazine concerning the architecture and furnishings, adornment, and embellishment of homes and dwellings and the lifestyles of those who live in them in Class 16	78/804,006	3,180,918	REGISTERED	F + W Media, Inc.
UNITED STATES	TIMBER HOMES ILLUSTRATED Magazine relating to the construction, design, ambiance, decoration, layout and furnishing of residences and the lifestyles of those who live in them in Class 16	75/847,375	2,360,961	REGISTERED	F + W Media, Inc.
UNITED STATES	TIMBER HOMES ILLUSTRATED Magazine relating to the construction, design, ambiance, decoration, layout and furnishing of residences and the lifestyles of those who live in them in Class 16	78/788,481	3,174,073	REGISTERED	F + W Media, Inc.

F + W MEDIA, INC. TRADEMARKS - COMMON LAW

LOG & TIMBER HOMES NETWORK
LOG & TIMBER HOMES NETWORK & Design

Owner: F + W Media, Inc.
Owner: F + W Media, Inc.

F + W MEDIA, INC. TRADEMARKS - INACTIVE

COUNTRY	TRADEMARK	SERIAL NO.	REG. NO.	STATUS	OWNER
UNITED STATES	COUNTRY'S BEST LOG HOMES Publications, namely, a magazine about building, designing, maintaining, restoring, and/or decorating log homes in Class 16	75/040,584	2,045,210	ABANDONED This Supplemental Register mark was replaced by Principal Register mark #2,794,279	F & W Publications, Inc. (Delaware)
UNITED STATES	LOG HOMES ILLUSTRATED Magazine pertaining to the architecture and furnishing of log homes, and the lifestyles of those who live in them in Class 16	74/504,331	1,906,897	ABANDONED This Supplemental Register mark was replaced by Principal Register mark #2,385,742	F & W Publications, Inc. (Ohio)
UNITED STATES	LOG HOMES ILLUSTRATED A COMPLETE CONSUMER GUIDE (Stylized) Magazine relating to architecture furnishing and lifestyle in Class 16	74/504,074	1,912,850	ABANDONED	F & W Publications, Inc. (Ohio)