

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	12/31/2008

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Magazine Retail Enterprises Inc.		01/29/2009	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Time Direct Ventures LLC
Street Address:	1271 Avenue of the Americas
City:	New York
State/Country:	NEW YORK
Postal Code:	10020
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 3

Property Type	Number	Word Mark
Serial Number:	77353351	POPCORN DERBY
Serial Number:	77353349	POPCORN DERBY
Registration Number:	3396471	MAGAZINE DERBY

CORRESPONDENCE DATA

Fax Number: (212)467-1083
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 212-522-3383
 Email: tipto@timeinc.com
 Correspondent Name: Paul A. Lee c/o Time Inc.
 Address Line 1: 1271 Avenue of the Americas
 Address Line 2: 11th Floor
 Address Line 4: New York, NEW YORK 10020

NAME OF SUBMITTER:	Paul A. Lee
--------------------	-------------

CH \$90.00 77353351

Signature:

/Paul A. Lee/

Date:

01/29/2009

Total Attachments: 1

source=MRE to TDV TM Assignment#page1.tif

TRADEMARK/SERVICE MARK ASSIGNMENT

WHEREAS Magazine Retail Enterprises Inc., a Delaware corporation (the "Assignor"), with offices located at 1271 Avenue of the Americas, New York, NY 10020, is the owner of the following trademark(s)/service mark(s) registered or applied for in the United States Patent and Trademark Office (hereinafter the "Trademark(s)"):

Mark	Reg. (Appln.) No.	Reg. (Appln.) Date
MAGAZINE DERBY	3,396,471	March 11, 2008
POPCORN DERBY	(77/353351)	(December 17, 2007)
POPCORN DERBY	(77/353349)	(December 17, 2007)

WHEREAS Time Direct Ventures LLC, a Delaware limited liability company (the "Assignee"), having its principal place of business at 1271 Avenue of the Americas, New York, NY 10020,, is desirous of acquiring the Trademark(s) and all applications and registrations therefor; and

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, the Assignor does hereby assign to the Assignee all right, title and interest in and to the Trademark(s), and any applications or registrations therefor, together with the goodwill of the business symbolized by the Trademark(s), the portion of the business to which the Trademarks relate, and the right to sue for past infringement.

This Assignment is effective as of December 31, 2008.

Magazine Retail Enterprises Inc.

By: Paul A. Lee
Name: Paul A. Lee
Title: Assistant Secretary

Date: January 29, 2009

State of New York :
: ss
County of New York :

On the 29th day of January, 2009, before me personally came Paul A. Lee, to me known, who, being by me duly sworn, did depose and say that he/she resides at Yonkers, NY; that he/she is the individual described in and which executed the above instrument; and that he/she signed his/her name thereto by authority duly held.

Thomas J. Schopper
Notary Public

THOMAS J. SCHOPPER
Notary Public, State of New York
No. 01SC6005198
Qualified in New York County
Notary Public Expires April 6, 2010

TRADEMARK