

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	This submission is to correct errors made in two previously recorded documents that erroneously affect the identified registration.		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
New York Media LLC		05/28/2009	LIMITED LIABILITY COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	New York Media LLC		
<b>Street Address:</b>	75 Varick Street		
<b>Internal Address:</b>	4th Floor		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10013		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	0993961	BEST BETS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(614)464-1737		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	614.559.7282		
<b>Email:</b>	squimby@fbtlaw.com		
<b>Correspondent Name:</b>	Samantha M. Quimby		
<b>Address Line 1:</b>	FROST BROWN TODD LLC		
<b>Address Line 2:</b>	10 West Broad Street - Suite 2300		
<b>Address Line 4:</b>	Columbus, OHIO 43215		
<b>NAME OF SUBMITTER:</b>	Samantha M. Quimby		
<b>Signature:</b>	/samantha m quimby/		

OP \$40.00 0993961

Date:

06/01/2009

Total Attachments: 3

source=best bets declaration#page1.tif

source=best bets declaration#page2.tif

source=best bets declaration#page3.tif

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
ASSIGNMENT SERVICES DIVISION**

Registrant: New York Media LLC  
Mark: BEST BETS  
Registration No.: 993,961

Mail Stop Assignment Recordation Services  
Director of the United States Patent and Trademark Office  
PO Box 1450  
Alexandria, VA 22313-1450

**DECLARATION**

I, Katharine Taylor, in accordance with TMEP §503.06(c), declare that:

1. I am the Chief Operating Officer of New York Media LLC, a limited liability company organized under the laws of the state of Delaware, and publishing company for the famous *New York* magazine;

2. I am making this declaration with the knowledge and belief that another party caused two improperly executed assignments to be recorded, the first at reel/frame 0569/0442 on July 24, 1987 and the second at reel/frame 0603/0646 on May 31, 1988, against U.S. Trademark Registration No. 993,961, for BEST BETS;

3. To the best of my knowledge and belief as the Chief Operating Officer of New York Media LLC, and further based upon examination conducted by outside counsel of the available and relevant trademarks assignment files, the true and correct chain of title for U.S. Trademark Registration No. 993,961 for BEST BETS, as properly recorded and reflected within the Assignment Division of the USPTO, follows:

(a) NYM Corporation registered the BEST BETS mark on September 24, 1974;

(b) NYM Corporation changed its name to New York Magazine Company, Inc.

on February 1, 1978;

(c) New York Magazine Company, Inc. assigned the BEST BETS registration to News Group Publications, Inc. on June 13, 1980;

(d) News Group Publications, Inc., through mergers and changes of name, became News America Publishing Incorporated on November 1, 1985;

(e) News America Publishing Incorporated assigned the BEST BETS registration to TENC, Inc. on January 1, 1991;

(f) TENC, Inc. merged into The Express-News Corporation on May 10, 1991;

(g) The Express-News Corporation assigned the BEST BETS registration to K-III Magazine Finance Corporation on July 17, 1991;

(h) K-III Magazine Finance Corporation changed its name to Primedia Magazine Finance, Inc. on November 14, 1997;

(i) Primedia Magazine Finance, Inc. assigned the BEST BETS registration to New York Magazine Holdings LLC on January 9, 2004; and,

(j) New York Magazine Holdings LLC changed its name to New York Media LLC on August 3, 2007.

4. As the Chief Operating Officer of New York Media LLC, I am aware that the original New York Magazine Company, Inc. was divided into two separate companies in 1980, namely News Group Publications, Inc. and New West Communications Corporation;

5. The BEST BETS registration, among others, was assigned to News Group Publications, Inc. in 1980, as demonstrated by the assignment filed at reel/frame 0370/0888;

6. New York Media LLC is the true and correct successor in interest to News Group Publications, Inc.;

7. New York Media LLC (including its predecessors in interest as detailed above) has been and continues to be the owner of the BEST BETS registration at issue;

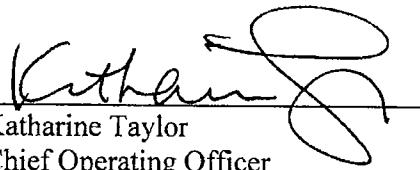
8. Based upon information and belief, the erroneous assignment filings were made by successors in interest to New West Communications Corporation – i.e., California Magazine Limited Partnership to California Consolidated Press and then California Magazines, Inc. to California Magazines Partnership – entities that appear to have erroneously believed that the BEST BETS registration had been assigned to New West Communications Corporation in 1980;

9. Upon information and belief, the entities who caused the erroneous assignment filings at reel/frame 0569/0442 and reel/frame 0603/0646 are no longer in existence;

10. I declare further that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true and further that these statements were made with the knowledge that willful false statements and the like are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of this application and any registration resulting therefrom.

Signed this 28<sup>th</sup> day of May, 2009.

New York Media LLC

  
Katharine Taylor  
Chief Operating Officer