

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
CKMedia LLC	FORMERLY Enthusiast Media LLC	07/02/2009	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	Creative Crafts Group, LLC
Street Address:	201 East Fifth Street
Internal Address:	PNC Center, Suite 1110
City:	Cincinnati
State/Country:	OHIO
Postal Code:	43202
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 18

Property Type	Number	Word Mark
Registration Number:	2489887	CK OK
Registration Number:	3058377	CKU CREATING KEEPSAKES UNIVERSITY
Registration Number:	2778816	CREATING KEEPSAKES
Registration Number:	3519851	CREATING KEEPSAKES
Registration Number:	2765973	CREATING KEEPSAKES
Registration Number:	3110803	CREATING KEEPSAKES UNIVERSITY
Serial Number:	77631554	MARK LIPINSKI'S QUILTER'S HOME
Registration Number:	2553336	MOM'S LITTLE BOOK OF
Registration Number:	3091000	PAPER CRAFTS MAGAZINE
Registration Number:	2146731	QUICK QUILTS
Serial Number:	77631515	QUILTER'S HOME
Registration Number:	2522439	STAMP IT!
Serial Number:	77484327	VINTAGE QUILTS

OP \$465.00 2489887

Registration Number:	3244441	SIMPLE SCRAPBOOKS
Registration Number:	2703742	CRAFTS
Registration Number:	2236306	VINTAGE QUILTS
Registration Number:	1571806	SEW NEWS
Registration Number:	1554638	PCM PROFITABLE CRAFT MERCHANDISING

CORRESPONDENCE DATA

Fax Number: (617)502-4877
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 617-248-4877
Email: hbalmat@choate.com
Correspondent Name: Heather E. Balmat
Address Line 1: Two International Place
Address Line 2: Choate, Hall & Stewart LLP
Address Line 4: Boston, MASSACHUSETTS 02110

ATTORNEY DOCKET NUMBER:	2006701.0030
NAME OF SUBMITTER:	Heather E. Balmat
Signature:	/Heather E. Balmat/
Date:	07/09/2009

Total Attachments: 3
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ASSIGNMENT OF TRADEMARKS

WHEREAS, CKMedia LLC, a limited liability company organized and existing under the laws of the state of Delaware (hereinafter referred to as "Assignor"), is the owner of the entire right, title and interest in and to all of its trademarks, including, without limitation, the trademarks identified on Schedule A attached hereto (as it may be amended from time to time), together with the goodwill related thereto (hereinafter collectively referred to as the "Marks"); and

WHEREAS, Creative Crafts Group, LLC, a limited liability company organized and existing under the laws of state of Delaware (hereinafter referred to as "Assignee"), is desirous of acquiring the entire right, title and interest in and to the Marks and the business and goodwill of the business in connection with which the aforesaid Marks have been used; and

WHEREAS, Assignor and Assignee have entered into an Asset Purchase Agreement dated July 2, 2009 (the "Asset Purchase Agreement"), pursuant to the terms of which Assignor agreed to assign all right, title and interest of Assignor in and to all Seller Intellectual Property (as defined in the Asset Purchase Agreement), including all trademarks, service marks, trade dress, trade names, logos and names, whether registered or unregistered and registrations and applications for registration thereof, together with all of the goodwill associated therewith; and

WHEREAS, Assignor has agreed to execute such additional instruments as may be necessary or desirable to confirm such assignment to Assignee;

NOW THEREFORE, in consideration of the foregoing, as well as other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns, transfers and sets over to Assignee, its successors, legal representatives and assigns, the entire right, title, and interest of Assignor in and to the Marks, together with the business and goodwill of the business in connection with which the Marks have been used, and all claims, if any, which may have arisen thereunder prior to the date of this instrument. The Assignor hereby agrees to execute any and all documents or instruments that may be necessary or proper to confirm, perfect or protect Assignee's ownership of the Marks.

This Assignment shall not be construed as a waiver of, or to limit, terminate, modify or derogate from the representations, warranties, covenants and agreements set forth in the Asset Purchase Agreement.

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IN WITNESS WHEREOF, Assignor has caused this instrument to be executed, by its duly authorized corporate officer all effective this 3rd day of July, 2009.

CKMEDIA LLC

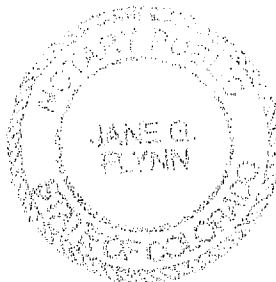
By: Walter Marks
Name: Walter Marks
Title: COO

STATE OF Colorado

COUNTY OF Jefferson, ss

July 8, 2009

Before me, the undersigned notary public, personally appeared the above-named Walter Marks, whose name is signed above, and such person acknowledged to me that he/she signed such document voluntarily, for its stated purpose. The identity of such person was proved to me through satisfactory evidence of identification, which was photographic identification with signature issued by a federal or state governmental agency, oath or affirmation of a credible witness, or personal knowledge of the undersigned.



Jane G. Flynn
Notary Public

My Commission Expires: 03/02/2011

[Signature Page to Assignment of Trademark]Error! Unknown document property name.

TRADEMARK
REEL: 004020 FRAME: 0827

Schedule A

Registered Trademarks:

Trademark	Serial #	Reg. # Date
CK OK & Design	75/674,207	2,489,887 18 September 2001
CKU CREATING KEEPSAKES UNIVERSITY & DESIGN	76/317,237	3,058,377 14 Feb. 2006
Creating Keepsakes	75/431,571	2,778,816 4 Nov. 2003
Creating Keepsakes & Design	77/425,289	3,519,851 21 Oct. 2008
Creating Keepsakes & Design	75/461,098	2,765,973 23 Sept. 2003
Creating Keepsakes University	76/317,236	3,110,803 4 July 2006
Mark Lipinski's Quilter's Home	77/631,554 (11 Dec. 2008)	Application pending
Mom's Little Book of	75/757,942	2,553,336 26 March 2002
Paper Crafts Magazine & Design	78/326,879	3,091,000 9 May 2006
Quick Quilts	75/136,822	2,146,731 24 March 1998
Quilter's Home	77/631,515 (11 Dec. 2008)	Application pending
Stamp It!	76/231,968	2,522,439 25 December 2001
Vintage Quilts	77/484,327	3,560,492 Jan 13, 2009
Simple Scrapbooks	78/883,550	3,244,441 May 22, 2007
Paper Crafts Magazine	78/326,879	3,091,000 May 9, 2006
Creating Keepsakes	77/425,289	3,519,851 October 21, 2008
Crafts	76/241,335	2,703,742 April 8, 2003
Vintage Quilts	75/400,860	2,236,306 March 30, 1999
Sew News	73/716,392	1,571,806 December 19, 1989
PCM Profitable Crafts Merchandising	73/716,387	1,554,638 September 5, 1989

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