

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Confirmation of IP Assignment		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Credit Suisse, Cayman Islands Branch		05/11/2009	Swiss Bank: SWITZERLAND
RECEIVING PARTY DATA			
Name:	Wilmington Trust FSB		
Street Address:	1100 North Market Street		
City:	Wilmington		
State/Country:	DELAWARE		
Postal Code:	19890-0001		
Entity Type:	Federal Savings Bank: UNITED STATES		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3093971	NFFC NATIONAL FANTASY FOOTBALL CHAMPIONSHIP	
CORRESPONDENCE DATA			
Fax Number:	(202)739-3001		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	202-739-5652		
Email:	chowell@morganlewis.com		
Correspondent Name:	Catherine R. Howell, Senior Paralegal		
Address Line 1:	1111 Pennsylvania Ave., N.W.; Attn: TMSU		
Address Line 2:	Morgan, Lewis & Bockius LLP		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20004		
ATTORNEY DOCKET NUMBER:	101281-0003		
NAME OF SUBMITTER:	Catherine R. Howell, Senior Paralegal		
Signature:	/Catherine R. Howell/		

CH \$40.00 3093971

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TRADEMARK
 REEL: 004045 FRAME: 0613

Date:

08/13/2009

Total Attachments: 4

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CONFIRMATION OF IP ASSIGNMENT

This Confirmation of IP Assignment (the “Confirmation Agreement”) dated as of August 13, 2009 is made by Credit Suisse, Cayman Islands Branch, in its capacity as Existing Agent (as defined in the Successor Agent Agreement described below) (in such capacity, the “Assignor”) in favor of Wilmington Trust FSB, in its capacity as Successor Agent (as defined in the Successor Agent Agreement described below) (in such capacity, the “Assignee”).

WHEREAS, pursuant to that certain Guarantee and Collateral Agreement, dated as of August 5, 2005 (as amended, supplemented or otherwise modified from time to time, the “Guarantee Agreement”) among F+W Media, Inc., Krause Publications, Inc., Heartland International Tradeshows, Inc., New Publishing Holdings, LLC and certain of its subsidiaries, the Existing Agent and the other financial institutions or entities from time to time parties thereto (the “Lenders”), F+W Media, Inc., New Publishing Holdings, LLC, Krause Publications, Inc. and Heartland International Tradeshows, Inc. pledged and granted to the Existing Agent, for the benefit of the Lenders a continuing second lien security interest in, among other things the Intellectual Property (as defined below) recorded at Reel 3961/Frame 0592;

WHEREAS, pursuant to that certain Successor Agent Agreement, dated as of May 11, 2009, among F+W Media, Inc., New Publishing Holdings, LLC, the lender parties signatory thereto, the Existing Agent and the Successor Agent, the Existing Agent has agreed to assign its security interest in the trademarks, trademark applications and trademark registrations, identified on Schedule A attached hereto (the “Intellectual Property”), to the Successor Agent;

WHEREAS, Assignor and Assignee desire to record the transfer of security interest in the aforesaid Intellectual Property from the Assignor to the Assignee in the United States Patent and Trademark Office;

NOW THEREFORE, Assignor and Assignee hereby confirm that effective as of May 11, 2009, Assignor assigned to Assignee, its successors and assigns, Assignor’s security interest in the Intellectual Property.

Assignor hereby authorizes the appropriate empowered officials in the appropriate governmental offices in jurisdictions throughout the world to transfer Assignor’s security interest in the Intellectual Property to Assignee as assignee in accordance with this instrument of assignment.

Assignor represents that it has the authority to make and enter into this Confirmation Agreement.

IN WITNESS WHEREOF, the undersigned have executed this Confirmation Agreement effective as of the date hereof.

[Signature pages follow]

CREDIT SUISSE, CAYMAN ISLANDS BRANCH, as Assignor and Existing Agent

By: _____

Name: _____

Title: _____

Deena Jain

Vice President

Bryan J. Matthews

Director

STATE OF NEW YORK }

COUNTY OF NEW YORK }

ss:

Before me, the undersigned, a Notary Public of the State of NEW YORK, personally appeared DEENA JAIN, having been sworn by me according to law did depose and say he was the VICE PRESIDENT of Credit Suisse, Cayman Islands Branch (the "Assignor") and did acknowledge the execution of the foregoing IP Assignment Agreement on behalf of said Assignor.

I HEREBY SET my hand and notarial seal this 12 day of August, 2009.

Notary _____

Witness: _____

Witness: _____

SHARON D. WILLIAMS
Notary Public, State of New York
No. 01W6203907
Qualified in New York County
Commission Expires April 13, 2010

Acknowledged and Agreed:

WILMINGTON TRUST FSB, as Assignee and Successor Agent

By:  _____

Name: **Jeffery Rose** _____

Title: **Vice President** _____

Schedule A

Trademarks

Title	Registration Number
NFFC NATIONAL FANTASY FOOTBALL CHAMPIONSHIP & Design	3,093,971