

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
TV Guide Magazine Group, Inc.		10/10/2008	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Sample Media, LLC		
Doing Business As:	DBA TV Guide Magazine, LLC		
Street Address:	8383 Wilshire Blvd.		
Internal Address:	Suite 950		
City:	Beverly Hills		
State/Country:	CALIFORNIA		
Postal Code:	90211		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	77571556	TV GUIDE MAGAZINE	
Serial Number:	77583565	TV GUIDE MAGAZINE	
CORRESPONDENCE DATA			
Fax Number:	(212)974-8474		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	2129747474		
Email:	trademarks@cdas.com, tbutterfield@cdas.com		
Correspondent Name:	Toby M.J. Butterfield		
Address Line 1:	41 Madison Avenue, 34th Floor		
Address Line 2:	Cowan, DeBaets, Abrahams & Sheppard LLP		
Address Line 4:	New York, NEW YORK 10010		
ATTORNEY DOCKET NUMBER:	10018-1		
NAME OF SUBMITTER:	Alexis N. Mueller		

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Signature:	/anm/
Date:	08/19/2009
Total Attachments: 2 source=TV Guide TM Assignment - executed#page1.tif source=TV Guide TM Assignment - executed#page2.tif	

ASSIGNMENT AGREEMENT

WHEREAS, TV Guide Magazine Group, Inc., a Delaware corporation, which was located and doing business at 100 Matsonford Road, Radnor, Pennsylvania 19088 ("Assignor"), owned all right, title and interest in and to certain trademarks and service marks which are pending in the United States Patent and Trademark Office, and are listed on the attached Schedule A; and

WHEREAS, TV Guide Magazine Group, Inc. assigned all its rights, title and interest in and to the marks listed on Schedule A, together with the goodwill of the business symbolized by the marks and the use thereof to Sample Media, LLC, a Delaware corporation, now doing business as TV Guide Magazine, LLC, located and doing business at 8383 Wilshire Blvd, Suite 950, Beverly Hills, California 90211 ("Assignee");

NOW, THEREFORE, the undersigned, hereby alleges that he was a General Counsel of TV Guide Magazine Group, Inc., and was fully cognizant of the aforementioned assignment, effective October 10, 2008, that this confirmatory assignment is being executed now in order to clarify the ownership of the above-mentioned U.S. trademark application, and to confirm that TV Guide Magazine Group, Inc. did assign unto said Sample Media, LLC, all right, title and interest in and to said mark, together with the goodwill of the business symbolized by the mark, and the applications thereof.

Assignor

TV GUIDE MAGAZINE GROUP, INC.

By Stephen Y
Name: Stephen Yu
Title: GENERAL COUNSEL
Date: 2.12.09

Assignee:

TV GUIDE MAGAZINE, LLC

By Andrew Nikou
Name: Andrew Nikou
Title: Manager
Date: 2/20/09

SCHEDULE A

APPLICATIONS

<u>MARKS</u>	<u>SERIAL NO.</u>	<u>FILING DATE</u>
TV Guide Magazine	77 571556	9 16 2008
TV Guide Magazine	77 583565	10 1 2008