

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
CPP/Belwin, Inc.		08/25/2009	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Alfred Publishing Co., Inc.		
Street Address:	P.O. Box 10003		
City:	Van Nuys		
State/Country:	CALIFORNIA		
Postal Code:	91410		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1555573	GOOD LIFE PUBLICATIONS	
CORRESPONDENCE DATA			
Fax Number:	(212)521-5450		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Email:	mpikser@reedsmith.com		
Correspondent Name:	Meredith D. Pikser		
Address Line 1:	599 Lexington Avenue		
Address Line 4:	New York, NEW YORK 10022		
ATTORNEY DOCKET NUMBER:	354866.20052		
NAME OF SUBMITTER:	Meredith D. Pikser		
Signature:	/Meredith D. Pikser/		
Date:	09/10/2009		
Total Attachments: 3			

OP \$40.00 1555573

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TRADEMARK ASSIGNMENT

WHEREAS, CPP/Belwin, Inc., a corporation organized and existing under the laws of Delaware, having a mailing address at 15800 N.W. 48th Avenue, Miami, Florida 33014, United States (hereinafter called the "Assignor"), is the owner of the trademark registration appearing on the attached Schedule A ("hereinafter the Mark"); and

WHEREAS, Alfred Publishing Co., Inc., a corporation organized and existing under the laws of New York, having a mailing address at PO Box 10003, Van Nuys, California 91410, United States (hereinafter called the "Assignee"), acquired Assignor and all its assets pursuant to the Stock Purchase Agreement dated as of December 15, 2004, as amended.

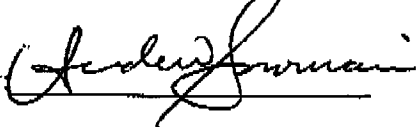
WHEREAS, Assignee desires to acquire the entire right, title and interest in and to the Mark, including all rights under common law, together with that part of the goodwill of the business relating to the Mark and which is symbolized by the Mark, along with the right to sue for past infringements and recover damages and profits therefor.

NOW THEREFORE, in exchange for mutual promises and other good and valuable consideration, receipt which is hereby acknowledged, Assignor does hereby assign, transfer and confirm unto Assignee all rights, title and interest in and to the said marks, including all rights under common law, together with that part of the goodwill of the business relating to the Mark and which is symbolized by the Mark, as well as the right to recover damages and profits for past infringement therefor.

Assignor represents and warrants that it is the owner of the entire right, title, and interest in and to the Mark; that it has the right and power to assign ownership of the Mark; that there are no other agreements with any other party in conflict with such assignment; and that it knows of no third parties with prior rights that may threaten or otherwise validly challenge the rights assigned herein to the Mark.

IN WITNESS THEREOF, the parties hereto have caused this Agreement to be executed and delivered by their respective officer or officers thereunto duly authorized.


ALFRED PUBLISHING CO., INC.
(AS PARENT COMPANY OF CCP/BELWIN)

By: 

Name: ANDREW SURMAN

Date: 8/25/09

ALFRED PUBLISHING CO., INC.

By: 

Name: ANDREW SURMAN

Date: 8/25/09

SCHEDULE A

<u>TRADEMARK</u>	<u>U.S. Registration No.</u>
GOOD LIFE PUBLICATIONS	1,555,573