

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet 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 |
| HJ Publishing LLC | | 02/19/2010 | LIMITED LIABILITY COMPANY: CONNECTICUT |
| RECEIVING PARTY DATA | | | |
| Name: | Cruz Bay Publishing, Inc. | | |
| Street Address: | 300 Continental Boulevard, Suite 650 | | |
| City: | El Segundo | | |
| State/Country: | CALIFORNIA | | |
| Postal Code: | 90245 | | |
| Entity Type: | CORPORATION: DELAWARE | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 2349134 | HORSE JOURNAL/THE PRODUCT, CARE AND SERVICE GUIDE FOR PEOPLE WHO LOVE HORSES | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (734)623-1625 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | (734) 623-1678 | | |
| Email: | nhudge@dickinsonwright.com | | |
| Correspondent Name: | Nora Hudge, Paralegal | | |
| Address Line 1: | 301 East Liberty, Suite 500 | | |
| Address Line 2: | Dickinson Wright, PLLC | | |
| Address Line 4: | Ann Arbor, MICHIGAN 48104 | | |
| ATTORNEY DOCKET NUMBER: | 27932-281 | | |
| NAME OF SUBMITTER: | Nora Hudge, Paralegal | | |
| Signature: | /Nora Hudge/ | | |

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TRADEMARK
REEL: 004157 FRAME: 0671

Date:

02/26/2010

Total Attachments: 3

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TRADEMARK ASSIGNMENT

WHEREAS, HJ Publishing LLC, a Connecticut limited liability company ("Assignor"), is the owner of and has adopted and used those trademarks listed below (all such marks being the "Trademarks"), and is the owner of the following registrations in the United States Patent and Trademark Office (the "Registrations"):

| <u>Trademark</u> | <u>Reg. No.</u> | <u>Registration Date</u> |
|--|-----------------|--------------------------|
| Horse Journal/The Product, Care And Service Guide For People Who Love Horses | 2,349,134 | 05/09/2000 |

WHEREAS, Cruz Bay Publishing, Inc., a Delaware corporation, with offices at 300 Continental Blvd., Suite 650, El Segundo, California 90245 ("Assignee"), desires to acquire all of Assignor's right, title and interest in and to the Trademarks and the Registrations, as well as all associated goodwill, as successor to the business of the Assignor to which the Trademarks relate.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which hereby are acknowledged by each party, Assignor hereby assigns to Assignee all of Assignor's right title and interest in the Trademarks and the Registrations, together with the goodwill of the business associated with the Trademarks and the Registrations.

[SIGNATURE PAGE FOLLOWS]

Executed on February 19, 2010.

HJ Publishing LLC
a Connecticut limited liability company

By: [Signature]
Name: Philip Penny
Its: General Manager

By: _____
Name: Thomas Winsor
Its: General Manager

ACKNOWLEDGEMENT

State of Connecticut)
County of Fairfield)

The foregoing instrument was acknowledged before me on this 19th day of February, 2010, by Philip Penny, a General Manager of HJ Publishing LLC, a Connecticut limited liability company, to me known to be the person described herein and acknowledged that he executed the same as his free act and deed on behalf of said limited liability company.

Jennifer Imicola
_____, Notary Public
Fairfield County, State of Connecticut
Acting in the County of Fairfield
My commission expires: _____

State of _____)
County of _____)

The foregoing instrument was acknowledged before me on this _____ day of February, 2010, by Thomas Winsor, a General Manager of HJ Publishing LLC, a Connecticut limited liability company, to me known to be the person described herein and acknowledged that he executed the same as his free act and deed on behalf of said limited liability company.

_____, Notary Public
_____ County, State of _____
Acting in the County of _____
My commission expires: _____

Executed on February ____, 2010.

HJ Publishing LLC
a Connecticut limited liability company

By: _____
Name: Philip Penny
Its: General Manager

By: _____
Name: Thomas Winsor
Its: General Manager

ACKNOWLEDGEMENT

State of _____)
County of _____)

The foregoing instrument was acknowledged before me on this ____ day of February, 2010, by Philip Penny, a General Manager of HJ Publishing LLC, a Connecticut limited liability company, to me known to be the person described herein and acknowledged that he executed the same as his free act and deed on behalf of said limited liability company.

_____, Notary Public
_____, County, State of _____
Acting in the County of _____
My commission expires: _____

State of Colorado)
County of Boulder)

The foregoing instrument was acknowledged before me on this 19 day of February, 2010, by Thomas Winsor, a General Manager of HJ Publishing LLC, a Connecticut limited liability company, to me known to be the person described herein and acknowledged that he executed the same as his free act and deed on behalf of said limited liability company.

Melissa Lockhart
MELISSA LOCKHART, Notary Public
Boulder County, State of Colorado
Acting in the County of Boulder
My commission expires: _____



My Commission Expires 01-31-2012

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