

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
Reed Elsevier Properties, Inc.		03/17/2010	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Interior Design Media Group, LLC
Street Address:	3731 N.W. 8th Avenue
City:	Boca Raton
State/Country:	FLORIDA
Postal Code:	33431
Entity Type:	LIMITED LIABILITY COMPANY: FLORIDA

PROPERTY NUMBERS Total: 5

Property Type	Number	Word Mark
Registration Number:	1437985	100 INTERIOR DESIGN GIANTS
Registration Number:	1911286	INTERIOR DESIGN
Registration Number:	0987397	PLAYTHINGS
Registration Number:	1372480	THE BUSINESS AND FASHION NEWSPAPER OF THE HOME TEXTILES INDUSTRY
Registration Number:	3638113	INTERIOR DESIGN

CORRESPONDENCE DATA

Fax Number: (561)847-7801
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 5618477800
 Email: cathy.nicholson@novakdruce.com
 Correspondent Name: Novak Druce + Quigg LLP
 Address Line 1: 525 Okeechobee Blvd.
 Address Line 2: Fifteenth Floor
 Address Line 4: West Palm Beach, FLORIDA 33401

OP \$140.00 1437985

ATTORNEY DOCKET NUMBER:	7592
NAME OF SUBMITTER:	Cathy Nicholson
Signature:	/Cathy Nicholson/
Date:	05/25/2010
Total Attachments: 4 source=REPtoIDMGLLC#page1.tif source=REPtoIDMGLLC#page2.tif source=REPtoIDMGLLC#page3.tif source=REPtoIDMGLLC#page4.tif	

REPI TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment") is executed and delivered as of March 17, 2010, by Reed Elsevier Properties Inc., a Delaware corporation ("Assignor") in favor of Interior Design Media Group, LLC, a Florida limited liability company ("Assignee"). Capitalized terms not otherwise defined herein shall have the meanings ascribed to them in the Purchase Agreement (as hereinafter defined).

WHEREAS, pursuant to that certain Asset Purchase Agreement, dated as of March 17, 2010 (the "Purchase Agreement"), by and between Reed Elsevier Inc., a Massachusetts corporation, Assignor, Furniture Today Media Group, LLC, a Florida limited liability company and Assignee, Assignor has agreed to assign to Assignee its interest in, and to execute this Assignment to enable Assignee to record the assignment of (i) the trademarks and trademark applications, and (ii) all divisions, reissues, reexaminations, substitutions, continuations, continuations-in-part, foreign counterparts, and extensions of the trademarks and trademark applications, in each case listed on Schedule 1 hereto (the "Assigned Marks").

NOW, THEREFORE, for good and valuable consideration provided in the Purchase Agreement, and other good and valuable consideration, the receipt and adequacy of which are acknowledged, the parties hereby agree as follows:

1. Assignor hereby conveys, transfers, and assigns to Assignee any and all right, title, and interest of Assignor in and to the Assigned Marks and all related common-law rights and all goodwill associated therewith and the right to sue and recover (for the sole use and benefit of Assignee and its successors, assigns, or other legal representatives) damages for past, present and future infringement, misappropriation, dilution or other violation thereof or damage thereto.
2. Assignee is to hold all right, title, and interest in and to the Assigned Marks as it would have been held and enjoyed by Assignor had the assignment in Section 1 not been made.
3. Assignor authorizes and requests the Commissioner of Patents and Trademarks of the United States to record Assignee as the assignee and owner of the Assigned Marks and to issue any trademarks which may be granted on any applications included in the Assigned Marks to Assignee as assignee of the entire right, title and interest therein and thereto.
4. This Assignment is valid as between the parties as of the date hereof. Assignor agrees, without additional consideration, to execute any powers of attorney, applications, assignments, declarations, affidavits, and other papers necessary to transfer, vest, record and perfect good, valid and marketable title in the Assigned Marks to the Assignee.
5. To the extent there is a conflict between the terms and provisions of this Assignment and the Purchase Agreement, the terms and provisions of the Purchase Agreement will govern.
6. This Agreement shall be governed by and construed in accordance with the laws of the State of New York regardless of the laws that might otherwise govern under applicable principles of conflicts of laws thereof.

[Signature Page Follows]

REED ELSEVIER PROPERTIES INC.

By: *Renee Simonton*
Name: Renee Simonton
Title: President

STATE OF DELAWARE
COUNTY OF NEW CASTLE

On this 12TH day of MARCH, 2010, before me the signatory above personally appeared and acknowledged to be the above-stated officer of Reed Elsevier Properties Inc., and that in such capacity, being authorized so to do, executed the foregoing instrument for the purposes therein contained.

Margaret Carolyn Tracy
Notary Public
[SEAL]

MARGARET CAROLYN TRACY
NOTARY PUBLIC
STATE OF DELAWARE
My Commission Expires Aug. 8, 2013

(Signature Page to REPI Trademark Assignment)

TRADEMARK
REEL: 004212 FRAME: 0390

Schedule 1 to REPI Trademark Assignment

REPI Assigned Marks

Title	Mark (Profile Name)	Reg. Owner	Country Name	Class(es)	Application #	App. Date	Registration #	Reg. Date	TM Status
Interior Design	100 INTERIOR DESIGN GIANTS	Reed Elsevier Properties Inc.	United States of America (USA)	16	73604458	6/16/1986	1437985	4/28/1987	EXPIRED
Interior Design	INTERIOR DESIGN	Reed Elsevier Properties Inc.	Brazil	16	900554169	10/11/2007			Pending Application
Interior Design	INTERIOR DESIGN	Reed Elsevier Properties Inc.	Brazil	41	900554258	10/11/2007			Pending Application
Interior Design	INTERIOR DESIGN	Reed Elsevier Properties Inc.	China (People's Republic of)	41	4225141	8/17/2004	4225141	2/21/2009	Registered
Interior Design	INTERIOR DESIGN	Reed Elsevier Properties Inc.	China (People's Republic of)	16	1202495	10/28/2004	1202495	8/28/1998	Registered
Interior Design	INTERIOR DESIGN	Reed Elsevier Properties Inc.	India	42	1406005	12/14/2005	1406005	12/14/2005	Registered
Interior Design	INTERIOR DESIGN	Reed Elsevier Properties Inc.	India	16	1406004	12/14/2005	1406004	12/14/2005	Registered
Interior Design	INTERIOR DESIGN	Reed Elsevier Properties Inc.	Russian Federation	016, 042	2006730391	10/23/2006	369534	1/16/2009	Registered
Interior Design	INTERIOR DESIGN	Reed Elsevier Properties Inc.	United States of	16	74117726	11/26/1990	1911286	8/15/1995	Registered

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Interior Design	PLAYTHINGS	Reed Elsevier Properties Inc.	Properties Inc.	America (USA)	16	72452682	3/27/1973	987397	7/2/1974	Registered
Interior Design	THE BUSINESS AND FASHION NEWSPAPER OF THE HOME TEXTILES INDUSTRY	Reed Elsevier Properties Inc.	Properties Inc.	United States of America (USA)	16	73513785	12/17/1984	1372480	11/26/1985	Registered
	INTERIOR DESIGN	Reed Elsevier Properties Inc.	Properties Inc.	Canada		1406670	8/8/2008			Pending
	INTERIOR DESIGN	Reed Elsevier Properties Inc.	Properties Inc.	United States of America (USA)	41	77542242	8/8/2008	3638113	6/16/2009	Registered
	INTERIOR DESIGN ASIA	Reed Elsevier Properties Inc.	Properties Inc.	Japan	3135700	12/26/1991	16	2709860	8/31/1995	Registered
	INTERIOR DESIGN INTERNATIONAL	Reed Elsevier Properties Inc.	Properties Inc.	Japan	3135698	12/26/1991	16	2709858	8/31/1995	Registered
	INTERIOR DESIGN JAPAN	Reed Elsevier Properties Inc.	Properties Inc.	Japan	3135699	12/26/1991	16	2709859	8/31/1995	Registered
	INTERIOR DESIGN	Reed Elsevier Properties Inc.	Properties Inc.	State of California	81396		16	81396	5/23/1986	Registered

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