

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
Time Inc.		06/22/2010	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	IPC Media Limited		
Street Address:	Blue Fin Building 110 Southwark Street		
City:	London		
State/Country:	UNITED KINGDOM		
Postal Code:	SE10SU		
Entity Type:	CORPORATION: UNITED KINGDOM		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2861612	LIVINGETC	
CORRESPONDENCE DATA			
Fax Number:	(212)467-1083		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	212-522-3383		
Email:	paul_lee@timeinc.com		
Correspondent Name:	Paul A Lee		
Address Line 1:	1271 Avenue of the Americas		
Address Line 2:	11th Floor		
Address Line 4:	New York, NEW YORK 10020		
DOMESTIC REPRESENTATIVE			
Name:	Paul A. Lee		
Address Line 1:	1271 Avenue of the Americas		
Address Line 2:	11th Floor		
Address Line 4:	New York, NEW YORK 10020		

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TRADEMARK
 REEL: 004230 FRAME: 0329

NAME OF SUBMITTER:	Paul A. Lee
Signature:	/Paul A. Lee/
Date:	06/23/2010
Total Attachments: 1 source=Trademark-Service Mark Assignment#page1.tif	

TRADEMARK/SERVICE MARK ASSIGNMENT

WHEREAS TIME INC. (a Delaware corporation) (the "Assignor"), with offices located at 1271 Avenue of the Americas, New York, NY 10020, is the owner of the following trademark(s)/service mark(s) registered in the United States Patent and Trademark Office (hereinafter the "Trademark(s)");

Mark:	Registration No.:	Registration Date:
LIVINGETC	2861612	2004-07-06

WHEREAS IPC MEDIA LIMITED (a United Kingdom corporation) (the "Assignee"), having its principal place of business at Blue Fin Building, 110 Southwark Street, London, United Kingdom SE10SU is desirous of acquiring the Trademark(s) and all applications and registrations therefor; and

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, the Assignor does hereby assign to the Assignee all right, title and interest in and to the Trademark(s), and any applications or registrations therefor, together with the goodwill of the business symbolized by the Trademark(s), the portion of Assignor's business to which said Trademark(s) pertain, along with the right to sue for past infringement.

TIME INC.

By: Paul A. Lee
Name: **PAUL A. LEE**
Title: ASSISTANT SECRETARY

Date: June 22, 2010

State of New York :
: ss
County of New York :

On the 22nd day of June, 2010, before me personally came Paul A. Lee, to me known, who, being by me duly sworn, did depose and say that he/she resides at Yonkers, NY; that he/she is the individual described in and which executed the above instrument; and that he/she signed his/her name thereto by authority duly held.

Thomas J. Schopper
Notary Public

THOMAS J. SCHOPPER
Notary Public, State of New York
No. 01SG0005196
Qualified in New York County
Commission Expires April 6, 2014

TRADEMARK

RECORDED: 06/23/2010

REEL: 004230 FRAME: 0331