

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	12/31/2008		
CONVEYING PARTY DATA			
	Name	Formerly	Execution Date
	Southern Living, Inc.		08/26/2010
			Entity Type
			CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Southern Accents, Inc.		
Street Address:	18005 NE 68th Street		
City:	Redmond		
State/Country:	WASHINGTON		
Postal Code:	98052		
Entity Type:	CORPORATION: WASHINGTON		
PROPERTY NUMBERS Total: 3			
	Property Type	Number	Word Mark
	Registration Number:	3323629	CREATING THE COMPLETE EXPERIENCE
	Registration Number:	3323628	DUPAW'S
	Registration Number:	3404393	BONETOX
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:	tipto@timeinc.com		
Correspondent Name:	Paul A. Lee c/o Time Inc.		
Address Line 1:	1271 Avenue of the Americas		
Address Line 4:	New York, NEW YORK 10020		
NAME OF SUBMITTER:	Paul A. Lee		
Signature:	/Paul A. Lee/		

CH \$90.00 3323629

Date:

08/26/2010

Total Attachments: 1
source=SA 2#page1.tif

TRADEMARK/SERVICE MARK ASSIGNMENT

WHEREAS SOUTHERN LIVING, INC. (a Delaware corporation) (the "Assignor"), with offices located at 2100 Lakeshore Drive, Birmingham, AL 35209, is incorrectly noted as the last listed owner of record 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:
CREATING THE COMPLETE EXPERIENCE	3323629	10/30/2007
DUPAW'S	3323628	10/30/2007
BONETOX	3404393	04/1/2008

WHEREAS SOUTHERN ACCENTS, INC. (a Washington corporation) (the "Assignee"), having its principal place of business at 18005 NE 68th Street, Redmond, WA 98052, is the registrant of said Trademark(s) and is desirous of re-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.

This assignment is dated and effective as of December 31, 2008 and is being recorded with the United States Patent and Trademark Office to correct the mistaken assignment and the recordal of the assignment of the above Trademark(s) under Reel/Frame Nos. 3934/0236, which was recorded in error with the United States Patent and Trademark Office on February 11, 2009.

SOUTHERN LIVING, INC.

By: Paul A. Lee
Time Inc. Lifestyle Group, Successor-in-Interest to Southern Living, Inc. (DE Corp.)
Name: Paul A. Lee
Title: Assistant Secretary

Date: August 26, 2010

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

On the 26th day of August, 2010, before me personally came Paul A. Lee, to me personally known, who, being by me duly sworn, did depose and say that he/she resides in 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. 01SC8005198
Qualified in New York County
Commission Expires April 6, 2014
TRADEMARK