

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Belvoir Publications, Inc.		12/31/2002	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Englander Communications, LLC		
<b>Street Address:</b>	800 Connecticut Avenue		
<b>City:</b>	Norwalk		
<b>State/Country:</b>	CONNECTICUT		
<b>Postal Code:</b>	06854		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: CONNECTICUT		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2509686	THE WHOLE DOG JOURNAL	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(212)986-0604		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(212) 883-4900		
Email:	pto@cozen.com		
Correspondent Name:	Cozen O'Connor		
Address Line 1:	277 Park Avenue		
Address Line 4:	New York, NEW YORK 10172		
ATTORNEY DOCKET NUMBER:	243188.000		
NAME OF SUBMITTER:	Amy F. Divino		
Signature:	/AFD/		
Date:	12/08/2010		

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Total Attachments: 2

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**CONFIRMATORY ASSIGNMENT OF REGISTRATION**

WHEREAS, Belvoir Publications, Inc. (“Assignor”), a corporation organized and existing under the laws of the State of Delaware, having a place of business at 800 Connecticut Avenue, Norwalk, CT, 06854, is the record owner of the following registration in the U.S. Patent and Trademark Office:

<b>Trademark</b>	<b>Registration No.</b>	<b>Registration Date</b>
THE WHOLE DOG JOURNAL	2,509,686	November 20, 2001

WHEREAS, on December 31, 2002, said Assignor assigned, transferred and conveyed all of its right, title and interest in and to the said mark and the goodwill of the business symbolized by the mark and the registration thereof to Englander Communications, LLC (“Assignee”), a limited liability company organized and existing under the laws of the State of Connecticut, having a place of business at 800 Connecticut Avenue, Norwalk, CT, 06854;


WHEREAS, said Assignor and said Assignee are now desirous of confirming the assignment of the mark and the registration thereof for the purposes of recording the same in the U.S. Patent and Trademark Office;

NOW, THEREFORE, in consideration of and in exchange for the sum of one (\$1.00) dollar and other good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, said Assignor has assigned, transferred and conveyed, and hereby assigns, transfers and conveys unto said Assignee its entire right, title, and interest in and to the said

mark, together with the goodwill of the business symbolized by the mark and the registration thereof.

BELVOIR PUBLICATIONS, INC.

By:



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Philip L. Penny  
Chief Operating Officer

Dated: 12/1/2010

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RECORDED: 12/08/2010

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