

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	CHANGE OF NAME		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Englander Communications, LLC		10/01/2004	LIMITED LIABILITY COMPANY: CONNECTICUT
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Belvoir Media Group, 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: 8</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2322404	FOOD & FITNESS ADVISOR	
Registration Number:	2265765	FOCUS ON HEALTHY AGING	
Registration Number:	2826748	ARTHRITIS ADVISOR	
Registration Number:	3170632	ENVIRONMENTAL NUTRITION	
Registration Number:	2207634	WOMEN'S HEALTH ADVISOR	
Registration Number:	2108010	CATWATCH	
Registration Number:	2106009	DOGWATCH	
Registration Number:	2509686	THE WHOLE DOG JOURNAL	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)986-0604		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	(212) 883-4900		
<b>Email:</b>	pto@cozen.com		
<b>Correspondent Name:</b>	Cozen O'Connor		

CH \$215.00 2322404

**900179096**

**TRADEMARK  
 REEL: 004435 FRAME: 0754**

Address Line 1: 277 Park Avenue  
Address Line 4: New York, NEW YORK 10172

ATTORNEY DOCKET NUMBER:	243140.000
NAME OF SUBMITTER:	Amy F. Divino
Signature:	/AFD/
Date:	12/17/2010

Total Attachments: 1  
source=change of name#page1.tif

Attachment for recordation of change of name (no documentation required).