

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

|                                  |  |  |                      |
|----------------------------------|--|--|----------------------|
| <b>SUBMISSION TYPE:</b>          |  | NEW ASSIGNMENT                               |                      |
| <b>NATURE OF CONVEYANCE:</b>     |  | 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>   |
| Network Communications, Inc.     |  | 03/16/2011                                   | CORPORATION: GEORGIA |
| <b>RECEIVING PARTY DATA</b>      |  |  |                      |
| <b>Name:</b>                     | Distinctive Lifestyles, LLC  |  |                      |
| <b>Street Address:</b>           | 336 Cherry Hill Dr.  |  |                      |
| <b>City:</b>                     | Lawrenceville  |  |                      |
| <b>State/Country:</b>            | GEORGIA  |  |                      |
| <b>Postal Code:</b>              | 30043  |  |                      |
| <b>Entity Type:</b>              | LIMITED LIABILITY COMPANY: MISSOURI  |  |                      |
| <b>PROPERTY NUMBERS Total: 3</b> |  |  |                      |
| <b>Property Type</b>             | <b>Number</b>  | <b>Word Mark</b>                             |                      |
| <b>Registration Number:</b>      | 2493671  | ST. LOUIS HOMES & LIFESTYLES                 |                      |
| <b>Registration Number:</b>      | 2810676  | ST. LOUIS HOMES AND LIFESTYLES               |                      |
| <b>Registration Number:</b>      | 3511401  | ST. LOUIS HOMES + LIFESTYLES                 |                      |
| <b>CORRESPONDENCE DATA</b>       |  |  |                      |
| <b>Fax Number:</b>               | (404)541-4607  |  |                      |
|                                  | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> |  |                      |
| <b>Phone:</b>                    | 4048156500   |  |                      |
| <b>Email:</b>                    | tadmin@kilpatricktownsend.com  |  |                      |
| <b>Correspondent Name:</b>       | William H. Brewster  |  |                      |
| <b>Address Line 1:</b>           | 1100 Peachtree St. NE, Suite 2800  |  |                      |
| <b>Address Line 2:</b>           | Kilpatrick Townsend & Stockton LLP   |  |                      |
| <b>Address Line 4:</b>           | Atlanta, GEORGIA 30309   |  |                      |
| <b>ATTORNEY DOCKET NUMBER:</b>   | 51373.275985   |  |                      |
| <b>NAME OF SUBMITTER:</b>        | Valetta A. Northcutt, Paralegal  |  |                      |

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**TRADEMARK**  
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|--|-----------------|
| Signature:   | /Val Northcutt/ |
| Date:  | 03/29/2011      |
| Total Attachments: 2<br>source=ST. LOUIS - Trademark Assignment#page1.tif<br>source=ST. LOUIS - Trademark Assignment#page2.tif |                 |

TRADEMARK ASSIGNMENT

This Assignment made effective as of the 16th day of March 2011 ("Effective Date"), by and between Network Communications, Inc., a corporation organized under the laws of the State of Georgia, with a principal place of business at 2305 Newpoint Parkway, Lawrenceville, Georgia 30043 ("Assignor"), and Distinctive Lifestyles, LLC, a limited liability company organized under the laws of Missouri, with a principal place of business at 336 Cherry Hill Dr., Lawrenceville, Georgia 30043 ("Assignee").

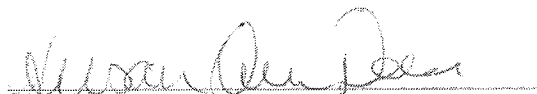
WHEREAS, Assignor has obtained a United States trademark registration for the Trademarks listed in Schedule A attached hereto (the "Trademarks");

WHEREAS, Assignee desires to obtain and Assignor desires to assign, grant and deliver exclusively to Assignee all rights, title, and interest of every kind and nature in and to the Trademarks;

NOW, THEREFORE, for one United States dollar (US\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor assigns to Assignee all rights, title and interest in and to the Trademarks, together with the goodwill of the business symbolized thereby, and with the right to recover for damages and profits and all other remedies for past infringements thereof.

IN WITNESS WHEREOF, the Assignor has executed this Trademark Assignment to be effective on the Effective Date.

Network Communications, Inc., Assignor

  
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Susan Quinn Deese  
Senior Vice President and General Counsel

**SCHEDULE A**

| <b>TRADEMARK</b>               | <b>REGISTRATION NO.</b> | <b>REGISTRATION DATE</b> |
|--------------------------------|-------------------------|--------------------------|
|                                |                         |                          |
| ST. LOUIS HOMES & LIFESTYLES   | 2,493,671               | September 24, 2001       |
| ST. LOUIS HOMES AND LIFESTYLES | 2,810,676               | February 2, 2004         |
| ST. LOUIS HOMES + LIFESTYLES   | 3,511,401               | October 7, 2008          |
|                                |                         |                          |