

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Time4 Media, Inc.		03/27/2007	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Bonnier Active Media, Inc.		
<b>Street Address:</b>	460 N. Orlando Avenue, Suite 200		
<b>Internal Address:</b>	Attn: Mia Sykes, IP Administrator		
<b>City:</b>	Winter Park		
<b>State/Country:</b>	FLORIDA		
<b>Postal Code:</b>	32789		
<b>Entity Type:</b>	CORPORATION: NEW YORK		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	3074467	THE SOURCE FOR HUNTING AND FISHING ADVENTURE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(407)571-4719		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Email:</b>	mia.sykes@bonniercorp.com		
<b>Correspondent Name:</b>	Bonnier Corporation		
<b>Address Line 1:</b>	460 N. Orlando Avenue, Suite 200		
<b>Address Line 2:</b>	Attn: Mia Sykes, IP Administrator		
<b>Address Line 4:</b>	Winter Park, FLORIDA 32789		
<b>NAME OF SUBMITTER:</b>	Mia Sykes		
<b>Signature:</b>	/Mia Sykes/		
<b>Date:</b>	04/27/2011		
<b>Total Attachments: 4</b>			
source=2007-03-27 Name Change Amendment#page1.tif			
source=2007-03-27 Name Change Amendment#page2.tif			
source=2007-03-27 Name Change Amendment#page3.tif			
source=2007-03-27 Name Change Amendment#page4.tif			

**CH \$40.00 3074467**

State of New York }  
Department of State } ss:

I hereby certify that the annexed copy has been compared with the original document in the custody of the Secretary of State and that the same is a true copy of said original.

Witness my hand and seal of the Department of State on

June 1, 2007



A handwritten signature in black ink, appearing to read "Neil A. ...", is written over the seal area.

Deputy Secretary of State for  
Business and Licensing Services

DOS-1266 (Rev. 03/07)

TRADEMARK  
REEL: 004529 FRAME: 0550

NCR-26

070327000956

**CERTIFICATE OF AMENDMENT  
OF  
THE CERTIFICATE OF INCORPORATION  
OF  
TIME4 MEDIA, INC.**

**UNDER SECTION 805 OF THE BUSINESS CORPORATION LAW**

\*\*\*\*\*

Time4 Media, Inc., a New York corporation, does hereby certify as follows:

- (1) The name of the corporation is Time4 Media, Inc. The name under which the corporation was formed is TMC Magazine Corporation.
- (2) The Certificate of Incorporation of Time4 Media, Inc. was filed by the Department of State on the 14<sup>th</sup> day of April, 1967.
- (3) The Certificate of Incorporation of Time4 Media, inc. is hereby amended to effect a change in the corporate name pursuant to Section 801(b)(1) of the Business Corporation Law.
- (4) Article I of the Certificate of Incorporation is hereby amended as follows:

"I

Name. The name of the corporation is:

BONNIER ACTIVE MEDIA, INC."

- (5) The manner in which the amendment to Article I of the Certificate of Incorporation of Time4 Media, Inc. was authorized was by the unanimous written consent of the board of directors and the unanimous written consent of the shareholders.

IN WITNESS WHEREOF, the undersigned has executed this Certificate  
of Amendment on this 27<sup>th</sup> day of March, 2007.

TIME4 MEDIA, INC.

By: /s/ Jonas Bonnier  
Name: Jonas Bonnier  
Title: Director

NCR-22

070327000956

CERTIFICATE OF AMENDMENT  
OF  
THE CERTIFICATE OF INCORPORATION  
OF  
TIME4 MEDIA, INC.

UNDER SECTION 805 OF THE BUSINESS CORPORATION LAW

Davis Polk & Wardwell  
450 Lexington Avenue  
New York, NY 10017

Ice  
STATE OF NEW YORK  
DEPARTMENT OF STATE  
FILED MAR 27 2007  
TAX \$ \_\_\_\_\_  
BY: DKS  
New York

2007 MAR 27 PM 4:28

RECEIVED  
DRAWDOWN  
FILED

070327001655

3