

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	CORRECTIVE ASSIGNMENT												
<b>NATURE OF CONVEYANCE:</b>	Corrective Assignment to correct the address for Assignee previously recorded on Reel 004509 Frame 0077. Assignor(s) hereby confirms the Assigns the Entire Interest and The Goodwill.												
<b>CONVEYING PARTY DATA</b>													
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:30%;">Name</th> <th style="width:30%;">Formerly</th> <th style="width:15%;">Execution Date</th> <th style="width:25%;">Entity Type</th> </tr> </thead> <tbody> <tr> <td>Network Communications, Inc.</td> <td></td> <td>03/16/2011</td> <td>CORPORATION: GEORGIA</td> </tr> </tbody> </table>	Name	Formerly	Execution Date	Entity Type	Network Communications, Inc.		03/16/2011	CORPORATION: GEORGIA					
Name	Formerly	Execution Date	Entity Type										
Network Communications, Inc.		03/16/2011	CORPORATION: GEORGIA										
<b>RECEIVING PARTY DATA</b>													
Name:	Distinctive Lifestyles, LLC												
Street Address:	336 Cherry Hill Dr.												
City:	Ellisville												
State/Country:	MISSOURI												
Postal Code:	63011												
Entity Type:	LIMITED LIABILITY COMPANY: MISSOURI												
<b>PROPERTY NUMBERS Total: 3</b>													
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:20%;">Property Type</th> <th style="width:15%;">Number</th> <th style="width:65%;">Word Mark</th> </tr> </thead> <tbody> <tr> <td>Registration Number:</td> <td>2493671</td> <td>ST. LOUIS HOMES &amp; LIFESTYLES</td> </tr> <tr> <td>Registration Number:</td> <td>2810676</td> <td>ST. LOUIS HOMES AND LIFESTYLES</td> </tr> <tr> <td>Registration Number:</td> <td>3511401</td> <td>ST. LOUIS HOMES + LIFESTYLES</td> </tr> </tbody> </table>	Property Type	Number	Word Mark	Registration Number:	2493671	ST. LOUIS HOMES & LIFESTYLES	Registration Number:	2810676	ST. LOUIS HOMES AND LIFESTYLES	Registration Number:	3511401	ST. LOUIS HOMES + LIFESTYLES	
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Registration Number:	2493671	ST. LOUIS HOMES & LIFESTYLES											
Registration Number:	2810676	ST. LOUIS HOMES AND LIFESTYLES											
Registration Number:	3511401	ST. LOUIS HOMES + LIFESTYLES											
<b>CORRESPONDENCE DATA</b>													
Fax Number:	(404)541-4607												
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>													
Phone:	4048156500												
Email:	vnorthcutt@kilpatricktownsend.com												
Correspondent Name:	William H. Brewster												
Address Line 1:	1100 Peachtree St. NE, Suite 2800												
Address Line 2:	Kilpatrick Townsend & Stockton LLP												
Address Line 4:	Atlanta, GEORGIA 30309												
<b>ATTORNEY DOCKET NUMBER:</b>	51373.275985												

**OP \$90.00 2493671**

**900195407**

**TRADEMARK  
 REEL: 004569 FRAME: 0283**

NAME OF SUBMITTER:	Valetta Northcutt, Paralegal
Signature:	/Val Northcutt/
Date:	06/24/2011
<b>Total Attachments: 6</b> source=NCI ASSIGNMENT#page1.tif source=NCI ASSIGNMENT#page2.tif source=NCI ASSIGNMENT#page3.tif source=NCI ASSIGNMENT#page4.tif source=NCI ASSIGNMENT#page5.tif source=NCI ASSIGNMENT#page6.tif	

TO: WILLIAM H. BREWSTER COMPANY: 1100 PEACHTREE ST. NE, SUITE 2800

**TRADEMARK ASSIGNMENT**

**03/29/2011  
900187789**

Electronic Version v1.1  
Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
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<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Network Communications, Inc.		03/16/2011	CORPORATION: GEORGIA

**RECEIVING PARTY DATA**

<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

**PROPERTY NUMBERS Total: 3**

Property Type	Number	Word Mark
Registration Number:	2493671	ST. LOUIS HOMES & LIFESTYLES
Registration Number:	2810676	ST. LOUIS HOMES AND LIFESTYLES
Registration Number:	3511401	ST. LOUIS HOMES + LIFESTYLES

**CORRESPONDENCE DATA**

Fax Number: (404)541-4607  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 4048156500  
 Email: tadmin@kilpatricktownsend.com  
 Correspondent Name: William H. Brewster  
 Address Line 1: 1100 Peachtree St. NE, Suite 2800  
 Address Line 2: Kilpatrick Townsend & Stockton LLP  
 Address Line 4: Atlanta, GEORGIA 30309

<b>ATTORNEY DOCKET NUMBER:</b>	51373.275985
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<b>NAME OF SUBMITTER:</b>	Valetta A. Northcutt, Paralegal
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QP \$90.00 2493671

TO:WILLIAM H. BREWSTER COMPANY:1100 PEACHTREE ST. NE, SUITE 2800

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

**TRADEMARK ASSIGNMENT**

This Assignment is made and entered into this 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., Ellisville, Missouri 63011 (“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 as of the Effective Date.

Network Communications, Inc., Assignor



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 25, 2001
ST. LOUIS HOMES AND LIFESTYLES	2,810,676	February 2, 2004
ST. LOUIS HOMES + LIFESTYLES	3,511,401	October 7, 2008