

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Hachette Filipacchi Media U.S., Inc.		06/16/2011	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Hearst Magazines, Inc.
Street Address:	300 West 57th Street
City:	New York
State/Country:	NEW YORK
Postal Code:	10019
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 51

Property Type	Number	Word Mark
Serial Number:	71399580	WOMAN'S DAY
Serial Number:	71527326	WOMAN'S DAY
Serial Number:	72113249	TRAVEL
Serial Number:	72274118	ROAD & TRACK
Serial Number:	72357458	CAR AND DRIVER
Serial Number:	72372862	CYCLE WORLD
Serial Number:	73030878	ALL IN A WOMAN'S DAY
Serial Number:	73055189	CAR AND DRIVER BUYERS GUIDE
Serial Number:	73104220	EXPAND-AD
Serial Number:	73302525	METROPOLITAN HOME
Serial Number:	73315313	TRAVEL HOLIDAY
Serial Number:	73817769	HOME
Serial Number:	74515744	CAR AND DRIVER
Serial Number:	74558885	OPEN ROAD

CH \$1290.00 71399580

Serial Number:	74668899	WHAT THE PROS KNOW
Serial Number:	75303088	MET HOME
Serial Number:	75810801	METROPOLITAN HOME
Serial Number:	76059789	TECHNOLOGY IN MOTION
Serial Number:	76210734	CARANDDRIVER.COM
Serial Number:	76364466	WHAT THE PROS KNOW
Serial Number:	77116945	WOMAN'S DAY
Serial Number:	77199257	CAR AND DRIVER
Serial Number:	77199284	ROAD & TRACK
Serial Number:	77233276	VISIONS OF ROCK
Serial Number:	77324928	LIVE WELL EVERY DAY
Serial Number:	77333308	FULCRUM
Serial Number:	77363989	METROPOLITAN HOME
Serial Number:	77368211	POINT CLICK HOME
Serial Number:	77368293	POINTCLICKHOME.COM
Serial Number:	77382183	TOTAL SHELTER NETWORK
Serial Number:	77382187	TOTAL SHELTER
Serial Number:	77569051	EAT HEALTHY AMERICA
Serial Number:	77696541	MET HOME
Serial Number:	77710491	STYLE TO GO
Serial Number:	77956879	GLO
Serial Number:	77978194	POINT CLICK HOME
Serial Number:	78152489	STREAMING PRINT
Serial Number:	78181448	CHERCHEZ LA FEMME
Serial Number:	78200403	METROPOLITAN HOME
Serial Number:	78357879	LIFE IN THE FAST LANE
Serial Number:	78460319	FOR ME
Serial Number:	78497025	HOME OF LEGENDS
Serial Number:	78503947	TIMELESS STYLE
Serial Number:	78504207	M.E.N.
Serial Number:	78771924	STYLELOUNGE
Serial Number:	78831834	IDEAS & INSPIRATION
Serial Number:	78915371	EDITOR FOR THE DAY
Serial Number:	78976749	HOME TEAM TO THE RESCUE
Serial Number:	85106215	TRUSTMARK

	85141050	CAR AND DRIVER
Serial Number:	85176631	RECTHIS
CORRESPONDENCE DATA		
Fax Number:	(212)280-2059	
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	2126492059	
Email:	trademarks@hearst.com	
Correspondent Name:	Bridgette Fitzpatrick	
Address Line 1:	300 West 57th Street	
Address Line 4:	New York, NEW YORK 10019	
ATTORNEY DOCKET NUMBER:	CON HACHETTE TO HMI	
NAME OF SUBMITTER:	Bridgette Fitzpatrick	
Signature:	/Bridgette Fitzpatrick/	
Date:	06/30/2011	
Total Attachments: 3 source=CON CERT HFMUS TO HMI#page1.tif source=CON CERT HFMUS TO HMI#page2.tif source=CON CERT HFMUS TO HMI#page3.tif		

Delaware

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The First State

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "HACHETTE FILIPACCHI MEDIA U.S., INC.", CHANGING ITS NAME FROM "HACHETTE FILIPACCHI MEDIA U.S., INC." TO "HEARST MAGAZINES, INC.", FILED IN THIS OFFICE ON THE SIXTEENTH DAY OF JUNE, A.D. 2011, AT 3:19 O'CLOCK P.M.


A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE NEW CASTLE COUNTY RECORDER OF DEEDS.

2131787 8100

110731026



You may verify this certificate online
at corp.delaware.gov/authver.shtml


Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 8842874

DATE: 06-17-11

TRADEMARK
REEL: 004572 FRAME: 0625

CERTIFICATE OF AMENDMENT
OF
RESTATED CERTIFICATE OF INCORPORATION

Hachette Filipacchi Media U.S., Inc. (the "Corporation"), a corporation organized and existing under and by virtue of the General Corporation Law of the State of Delaware ("DGCL"),

DOES HEREBY CERTIFY:

FIRST: That the Board of Directors of the Corporation, by unanimous written consent in lieu of a special meeting, pursuant to Sections 141 and 242 of the DGCL, adopted a resolution proposing and declaring advisable the following amendment to the Certificate of Incorporation of the Corporation:

RESOLVED, that the Board of Directors of the Corporation hereby approves the following amendment to the Restated Certificate of Incorporation of Hachette Filipacchi Media U.S., Inc.:


Article 1 shall be deleted in its entirety and the following shall be substituted in lieu thereof:

"Article 1: The name of the Corporation (hereinafter called the "Corporation") is: Hearst Magazines, Inc."

SECOND: That in lieu of a meeting and vote of the sole stockholder of the Corporation, such stockholder has given unanimous written consent to said amendment in accordance with the provisions of Section 228 of the DGCL.

THIRD: That the aforesaid amendment was duly adopted in accordance with the applicable provisions of Sections 242 and 228 of the DGCL.

IN WITNESS WHEREOF, HACHETTE FILIPACCHI MEDIA U.S., INC.
has caused this certificate to be signed by Catherine A. Bostron, Secretary, this
16th day of June, 2011.

By: 
Name: Catherine A. Bostron
Title: Secretary