

**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>
HACHETTE FILIPACCHI MEDIA U.S., INC.		06/16/2011	CORPORATION:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Hearst Magazines, Inc.		
<b>Street Address:</b>	300 W 57th Street		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10019		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	0926201	CYCLE	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(646)280-2038		
Phone:	2126492059		
Email:	trademarks@hearst.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Bridgette Fitzpatrick		
Address Line 1:	300 W. 57th Street		
Address Line 2:	40th floor		
Address Line 4:	New York, NEW YORK 10019		
ATTORNEY DOCKET NUMBER:	CYCLE NAME CHANGE		
NAME OF SUBMITTER:	Bridgette Fitzpatrick		
Signature:	/Bridgette Fitzpatrick/		

CH \$40.00 0926201

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**TRADEMARK**  
 REEL: 004631 FRAME: 0150

Date:

09/27/2011

**Total Attachments: 3**

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# 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

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You may verify this certificate online  
at [corp.delaware.gov/authver.shtml](http://corp.delaware.gov/authver.shtml)

  
Jeffrey W. Bullock, Secretary of State  
AUTHENTICATION: 8842874

DATE: 06-17-11

TRADEMARK  
REEL: 004631 FRAME: 0152

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  
16<sup>th</sup> day of June, 2011.

By:   
Name: Catherine A. Bostron  
Title: Secretary