

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|---|---------------------------------------|--|--|
| SUBMISSION TYPE: | | NEW ASSIGNMENT | |
| NATURE OF CONVEYANCE: | | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Hearst Magazines UK 2012-1 Ltd. | | 09/30/2011 | JOINT STOCK COMPANY: UNITED KINGDOM |
| RECEIVING PARTY DATA | | | |
| Name: | The National Magazine Company Limited | | |
| Street Address: | 72 Broadwick Street | | |
| Internal Address: | National Magazine House | | |
| City: | London | | |
| State/Country: | UNITED KINGDOM | | |
| Postal Code: | W1F9EP | | |
| Entity Type: | CORPORATION: UNITED KINGDOM | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 2458941 | RED FOR THE BEST THINGS IN LIFE | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (646)280-2056 | | |
| Phone: | 212.649.2056 | | |
| Email: | lmgreene@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: | Laura M. Greene | | |
| Address Line 1: | 300 West 57th Street | | |
| Address Line 2: | Hearst Corporation | | |
| Address Line 4: | New York, NEW YORK 10019 | | |
| ATTORNEY DOCKET NUMBER: | | NAT MAG ASSIGN | |
| DOMESTIC REPRESENTATIVE | | | |

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TRADEMARK
 REEL: 004675 FRAME: 0282

Name: Bridgette Fitzpatrick
Address Line 1: 300 West 57th Street
Address Line 2: Hearst Corporation
Address Line 4: New York, NEW YORK 10019

NAME OF SUBMITTER:

Laura M. Greene

Signature:

/Laura M. Greene/

Date:

12/09/2011

Total Attachments: 2

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TRADEMARK ASSIGNMENT

This Trademark Assignment (this "Assignment") is entered into as of September 30, 2011 by and between Hearst Magazines UK 2012-1 Ltd. ("Assignor"), a company registered in England and Wales and The National Magazine Company Limited ("Assignee"), a company registered in England and Wales.

WHEREAS, Assignor is the owner of all right, title and interest in the trademarks, and registrations described on Schedule A attached hereto (collectively with all other trademarks relating primarily to the Business, the "Marks");

WHEREAS, Assignor and Assignee have entered into that certain Asset Purchase Agreement dated as of September 30, 2011 (the "Purchase Agreement"), pursuant to which Assignor has agreed to assign to Assignee certain assets, including without limitation, assignment of the Marks,

WHEREAS, capitalized terms used herein but not otherwise defined shall have the meaning set forth in the Purchase Agreement; and

WHEREAS, pursuant to the Purchase Agreement, Assignee wishes to acquire Assignor's entire right, title and interest in and to the Marks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign, transfer and set over to Assignee the entire right, title and interest of Assignor in and to the Marks.

To the extent any provision herein is inconsistent with the Purchase Agreement, the provisions of the Purchase Agreement shall control.

IN WITNESS THEREOF, the parties hereto have executed this Assignment as of the date first above written.

Hearst Magazines UK 2012-1 Ltd.

By:  _____

Name: Kevin Hands

Title: Director

The National Magazine Company Limited

By:  _____

Name: Arnaud de Byfontaine

Title: Director

SCHEDULE A

TRADEMARK

REGISTRATION NO.

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