

## TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Heinrich Bauer Verlag Beteiligungs GmbH		01/01/2012	CORPORATION: GERMANY
RECEIVING PARTY DATA			
Name:	Heinrich Bauer (USA) LLC		
Street Address:	270 Sylvan Avenue		
City:	Englewood Cliffs		
State/Country:	NEW JERSEY		
Postal Code:	07632		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 9			
Property Type	Number	Word Mark	
Serial Number:	77407188	4TNZ	
Serial Number:	85276500	BEST OF THE WEEK	
Serial Number:	85104253	COCKTAIL	
Serial Number:	77606021	EYE CANDY	
Serial Number:	78353752	RED CARPET	
Serial Number:	77834220	STREET	
Serial Number:	77577952	TAKE A BREAK	
Serial Number:	77747702	UP CLOSE	
Serial Number:	77707326	WHO	
CORRESPONDENCE DATA			
Fax Number:	(312)222-0818		
Phone:	312.222.0800		
Email:	chiipdocket@michaelbest.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent</i>			

OP \$240.00 77407188

*via US Mail.*

Correspondent Name: Larry L. Saret  
Address Line 1: 180 N. Stetson Avenue  
Address Line 2: Suite 2000  
Address Line 4: Chicago, ILLINOIS 60601

ATTORNEY DOCKET NUMBER:	201409-9008
NAME OF SUBMITTER:	Larry L. Saret
Signature:	/larry l. saret/
Date:	03/01/2012
Total Attachments: 2 source=11047277_Bauer_Assignment_(US)#page1.tif source=11047277_Bauer_Assignment_(US)#page2.tif	

**ASSIGNMENT OF TRADEMARK**

WHEREAS, Heinrich Bauer Verlag Beteiligungs GmbH, a German corporation located at 270 Sylvan Avenue, Englewood Cliffs, New Jersey 07632, ("Assignor"), is the owner of the trademarks and corresponding U.S. and Canadian trademark registrations and applications listed on the attached Exhibit A ("the Trademarks"); and

WHEREAS, Heinrich Bauer (USA) LLC, a Delaware limited liability company, located at 270 Sylvan Avenue, Englewood Cliffs, New Jersey 07632, ("Assignee"), is successor to the business of Assignor and desires to acquire Assignor's rights in the Trademarks, including the above-named registrations, together with the goodwill of the business symbolized by said Trademarks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, said Assignor has sold, transferred, and assigned and by these presents does hereby sell, transfer, and assign to Assignee all of its rights, title and interest in and to said Trademarks and Trademark registrations and applications, together with all goodwill of the business symbolized by such Trademarks, including the right to sue for all infringements which may have occurred before the effective date of this Assignment.

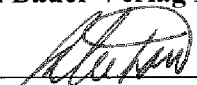
This Assignment is effective as of January 1, 2012.

IN WITNESS WHEREOF this Assignment has been duly executed by an authorized officer of Assignor.

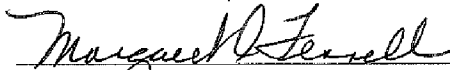
**Heinrich Bauer Verlag Beteiligungs GmbH**

**ACKNOWLEDGEMENT**

State of New Jersey )  
County of Bergen )

By:   
Richard Teehan  
Senior Vice President  
Date: 1-17-2012

Subscribed and sworn to before me this 17 day of January, 2012


  
Notary Public

MARGARET A. FENNELL  
NOTARY PUBLIC OF NEW JERSEY  
MY COMMISSION EXPIRES JAN. 12, 2014  
ID# 2161466

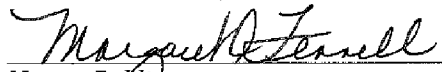
**Heinrich Bauer (USA) LLC**

**ACKNOWLEDGEMENT**

State of New Jersey )  
County of Bergen )

By:   
Richard Teehan  
Senior Vice President  
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Notary Public

MARGARET A. FENNELL  
NOTARY PUBLIC OF NEW JERSEY  
MY COMMISSION EXPIRES JAN. 12, 2014  
ID# 2161466

## Exhibit A

Mark	Country	Application No.	Registration No.
4TNZ	US	77/407188	3648387
4TNZ	Canada	1408709	781010
BEST OF THE WEEK	US	85/276500	
COCKTAIL	Canada	1328945	
COCKTAIL	US	85/104253	
EYE CANDY	US	77/606021	
EYE CANDY	Canada	1487985	
RED CARPET	Canada	1222455	691947
RED CARPET	US	78/353752	3330497
STREET	US	77/834220	
STREET	Canada	1487984	
TAKE A BREAK	US	77/577952	
UP CLOSE	US	77/747702	
UP CLOSE	Canada	1487986	
WHO	Canada	1303820	
WHO	US	77/707326	