

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|--------------------------------------|---|----------------|-----------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | Change of Agent | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| General Electric Capital Corporation | | 04/04/2012 | CORPORATION: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | Doceo HLP Investments 1, LLC | | |
| Street Address: | 2929 Arch Street | | |
| Internal Address: | Cira Centre | | |
| City: | Philadelphia | | |
| State/Country: | PENNSYLVANIA | | |
| Postal Code: | 19104 | | |
| Entity Type: | LIMITED LIABILITY COMPANY: DELAWARE | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 77823555 | MYOWN | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (302)636-5454 | | |
| | <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> | | |
| Phone: | 800-927-9801 x2348 | | |
| Email: | jpaterso@cscinfo.com | | |
| Correspondent Name: | Corporation Service Company | | |
| Address Line 1: | 1090 Vermont Avenue NW, Suite 430 | | |
| Address Line 4: | Washington, DISTRICT OF COLUMBIA 20005 | | |
| ATTORNEY DOCKET NUMBER: | 160256 | | |
| NAME OF SUBMITTER: | Jean Paterson | | |
| Signature: | /jep/ | | |

CH \$40.00 77823555

Date:

04/09/2012

Total Attachments: 5

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RECORDATION FORM COVER SHEET TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

| | |
|---|---|
| <p>1. Name of conveying party(ies):</p> <p>General Electric Capital Corporation</p> <p><input type="checkbox"/> Individual(s) <input type="checkbox"/> Association</p> <p><input type="checkbox"/> General Partnership <input type="checkbox"/> Limited Partnership</p> <p><input checked="" type="checkbox"/> Corporation- State: <u>Delaware</u></p> <p><input type="checkbox"/> Other _____</p> <p>Citizenship (see guidelines) _____</p> <p>Additional names of conveying parties attached? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> | <p>2. Name and address of receiving party(ies) <input type="checkbox"/> Yes</p> <p>Additional names, addresses, or citizenship attached? <input type="checkbox"/> No</p> <p>Name: <u>Doceo HLP Investments 1, LLC</u></p> <p>Internal _____</p> <p>Address: <u>Cira Centre</u></p> <p>Street Address: <u>2929 Arch Street</u></p> <p>City: <u>Philadelphia</u></p> <p>State: <u>Pennsylvania</u></p> <p>Country: <u>USA</u> Zip: <u>19104</u></p> <p><input type="checkbox"/> Association Citizenship _____</p> <p><input type="checkbox"/> General Partnership Citizenship _____</p> <p><input type="checkbox"/> Limited Partnership Citizenship _____</p> <p><input type="checkbox"/> Corporation Citizenship _____</p> <p><input checked="" type="checkbox"/> Other <u>LLC</u> Citizenship _____</p> <p>If assignee is not domiciled in the United States, a domestic representative designation is attached: <input type="checkbox"/> Yes <input type="checkbox"/> No <small>(Designations must be a separate document from assignment)</small></p> |
| <p>3. Nature of conveyance /Execution Date(s) :</p> <p>Execution Date(s) _____</p> <p><input type="checkbox"/> Assignment <input type="checkbox"/> Merger</p> <p><input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name</p> <p><input checked="" type="checkbox"/> Other <u>Change of Agent</u></p> | <p>4. Application number(s) or registration number(s) and identification or description of the Trademark.</p> <p>A. Trademark Application No.(s) _____</p> <p>B. Trademark Registration No.(s) _____</p> <p>See Schedule A _____</p> <p style="text-align: right;">Additional sheet(s) attached? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):</p> |
| <p>5. Name & address of party to whom correspondence concerning document should be mailed:</p> <p>Name: <u>Corporation Service Company</u></p> <p>Internal Address: <u>Suite 210</u></p> <p>Street Address: <u>180 Avenue of the Americas</u></p> <p>City: <u>New York</u></p> <p>State: <u>NY</u> Zip: <u>10036</u></p> <p>Phone Number: <u>212-299-5600</u></p> <p>Fax Number: <u>212-299-5656</u></p> <p>Email Address: _____ <u>ORDER#</u></p> | <p>6. Total number of applications and registrations involved: </p> <p>7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ _____</p> <p><input type="checkbox"/> Authorized to be charged to deposit account</p> <p><input type="checkbox"/> Enclosed</p> <p>8. Payment information:</p> <p>Deposit Account Number _____</p> <p>Authorized User Name _____</p> |
| <p>9. Signature: <u>M. Balachandran</u> _____</p> <p style="text-align: center;">Signature</p> <p style="text-align: right;">Date: <u>April 5, 2012</u></p> <p style="text-align: center;">Name of Person Signing: <u>Mallika Balachandran</u></p> | <p>Total number of pages including cover sheet, attachments, and document: 5</p> |

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:
 Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

NOTICE OF SUBSTITUTION OF AGENT IN TRADEMARKS

This **NOTICE OF SUBSTITUTION OF AGENT IN TRADEMARKS** (this "Notice") is effective as of April 4, 2012, by and between GENERAL ELECTRIC CAPITAL CORPORATION, as the resigning Agent (the "Existing Agent") under the Loan Documents, and DOCEO HLP INVESTMENTS 1, LLC, as the successor Agent to the Existing Agent (in such capacity, together with its successors and assigns, if any, the "Successor Agent") under the Loan Documents pursuant to the Successor Agent Agreement referred to below. Capitalized terms used and not otherwise defined herein shall have the meanings ascribed to them in the Credit Agreement referred to below.

WITNESSETH

WHEREAS, Heartland Publications, LLC (the "Grantor"), the other Persons named therein as Credit Parties, the Existing Agent and the Persons signatory thereto from time to time as Lenders entered into that certain Credit Agreement, dated as of May 1, 2010 (as amended, restated, supplemented or otherwise modified from time to time, the "Credit Agreement").

WHEREAS, in connection therewith, the Grantor entered into that certain Trademark Security Agreement, dated as of May 1, 2010, in favor of the Existing Agent, for the benefit of itself and the Lenders, whereby the Grantor granted to the Existing Agent, on behalf of itself and the Lenders, a continuing first priority security interest in all of the Grantor's right, title and interest in, to and under, among other things, all of its Trademarks and Trademark Licenses to which it is a party, including those listed on Schedule A attached hereto.

WHEREAS, pursuant to that certain Successor Agent Agreement, dated as of April 4, 2012 (as amended, restated, supplemented or otherwise modified from time to time, the "Successor Agent Agreement"), by and among the Existing Agent, the Successor Agent and the Requisite Lenders, the Requisite Lenders appointed the Successor Agent as "Agent" under the Loan Documents and assigned to the Agent all Liens on the Collateral held by it which secure the Obligations previously granted to the Existing Agent under the Loan Documents.

WHEREAS, the Existing Agent is executing this Notice merely for recordation with the United States Patent and Trademark Office ("USPTO") confirming the assignment that took place on April 4, 2012.

NOW, THEREFORE, the Existing Agent hereby gives notice that it has transferred and conveyed to the Successor Agent as set forth in the Successor Agent Agreement all of its right, title and interest, in and to the Collateral related to the Trademarks and Trademark Licenses described on Schedule A attached hereto.

This Notice may be executed in any number of counterparts and by different parties hereto in separate counterparts, each of which when so executed and delivered shall be deemed to be an original and all of which taken together shall constitute but one and the same instrument. Delivery of an executed counterpart of this Notice by facsimile or PDF shall be effective as delivery of a manually executed counterpart of this Notice.

[Remainder of page intentionally left blank.]

IN WITNESS WHEREOF, Existing Agent has caused this Notice to be duly executed by its duly authorized officer or representative as of the day and year first above written.

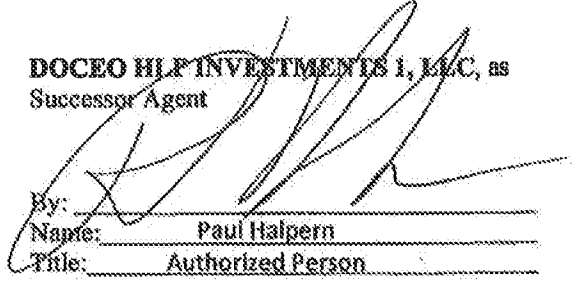
GENERAL ELECTRIC CAPITAL
CORPORATION, as Existing Agent

By: Kirk E. Sonnefeld
Name: Kirk E. Sonnefeld
Title: Duly Authorized Signatory

*Signature page to
Notice of Substitution of Agent in Trademarks*

TRADEMARK
REEL: 004753 FRAME: 0280

**DOCEO HLF INVESTMENTS I, LLC, as
Successor Agent**



By: _____
Name: Paul Halpern
Title: Authorized Person

*Signature page to
Notice of Substitution of Agent in Trademarks*

Schedule A
to
Notice Of Substitution Of Agent In Trademarks

TRADEMARKS

| TRADEMARK | SERIAL NO. | FILING DATE | REGISTRATION NUMBER | REGISTRATION DATE |
|-----------|------------|-------------|---------------------|-------------------|
| | | | | |

TRADEMARK APPLICATIONS

| TRADEMARK | SERIAL NO. | FILING DATE |
|-----------|------------|--------------------|
| MyOwn | 77-823,555 | September 10, 2009 |

TRADEMARK LICENSES

| NAME OF AGREEMENT | PARTIES | DATE OF AGREEMENT |
|-------------------|---------|-------------------|
| | | |