

## 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
Martha Pullen Company, Inc.		02/15/2012	CORPORATION: ALABAMA
RECEIVING PARTY DATA			
Name:	F+W Media, Inc.		
Street Address:	10151 Carver Road		
City:	Blue Ash		
State/Country:	OHIO		
Postal Code:	45242		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Serial Number:	85523689	MARTHA PULLEN	
Registration Number:	4061244	CRAFT E-PAD	
Registration Number:	2492588	SEW BEAUTIFUL	
CORRESPONDENCE DATA			
Fax Number:	5132416234		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	513-241-2324		
Email:	lkrafte@whe-law.com		
Correspondent Name:	Lori Krafte		
Address Line 1:	2700 Carew Tower, 441 Vine Street		
Address Line 4:	Cincinnati, OHIO 45202		
NAME OF SUBMITTER:	Lori Krafte		
Signature:	/Lori Krafte/		

OP \$90.00 85523689

Date:

05/08/2012

Total Attachments: 2

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## Trademark Assignment

WHEREAS, Martha Pullen Company, Inc. ("ASSIGNOR"), an Alabama corporation, having a place of business at 149 Old Big Cove Road, Brownsboro, Alabama 35741, has adopted and has used the marks shown in Exhibit A attached hereto, subjects of U.S. Trademark Registrations and Applications as noted therein (the "Marks");

WHEREAS, F+W Media, Inc. ("ASSIGNEE"), a Delaware corporation, having a place of business at 4700 East Galbraith Road, Cincinnati, Ohio 45236, is desirous of acquiring the entire right, title, and interest in and to said Marks, and any accompanying registrations and applications, together with the good will of the business in connection with which said Marks are used.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR does hereby sell, assign, and transfer unto ASSIGNEE the entire right, title, and interest in and to the aforesaid Marks, registrations, and applications, together with the good will of the business symbolized by the marks and registrations and applications therefor, and together with all claims, demands, rights, choses in action and rights of recovery for past infringement thereof, the same to be held and enjoyed by ASSIGNEE, for its own use and benefit, and for that of its successors and assigns, as fully and entirely as the same would have been held and enjoyed by the ASSIGNOR had this sale, assignment, and transfer not been made.

By: Martha Pullen Company, Inc.

Name: *Martha Pullen*

Title: *Vice-President*

Date: *2-15-2012*

Exhibit A

Registered Marks

CRAFT E-PAD, U.S. Reg. No. 4,061,244

SEW BEAUTIFUL, U.S. Reg. No. 2,492,588

Mark with Pending Application

MARTHA PULLEN, App. Serial No. 85/523,689

Common Law Marks

FANCYWORK

MARTHA'S SEWING MARKET (word mark)

MARTHA'S SEWING ROOM

MARTHA PULLEN TEACHER LICENSING (word mark)

MARTHA PULLEN'S SEW BEAUTIFUL CLASS CLUB

SEW BEAUTIFUL

SEW BEAUTIFUL BABY

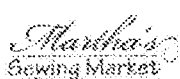
SEW BEAUTIFUL CLASS CLUB

SEW BEAUTIFUL MARKETPLACE

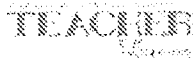
SEW BEAUTIFUL SMOCKABLES



Martha Pullen Company Inc.



(word and design mark)



(word and design mark)