

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
Kalmbach Publishing Co.		08/22/2012	CORPORATION: WISCONSIN
RECEIVING PARTY DATA			
Name:	Madavor Media, LLC		
Street Address:	85 Quincy Avenue, Suite 2		
City:	Quincy		
State/Country:	MASSACHUSETTS		
Postal Code:	02169		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	1560805	BIRDER'S WORLD	
Registration Number:	2423525	THE WRITER	
CORRESPONDENCE DATA			
Fax Number:	6177375020		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	703-568-5210		
Email:	swatson@patentgc.com		
Correspondent Name:	Stacey J. Watson, Patent GC LLC		
Address Line 1:	176 Federal Street, 5th Floor		
Address Line 4:	Boston, MASSACHUSETTS 02110		
ATTORNEY DOCKET NUMBER:	MAD - 027 - US		
NAME OF SUBMITTER:	Stacey J. Watson		
Signature:	/Stacey J. Watson/		

OP \$65.00 1560805

Date:

08/31/2012

Total Attachments: 4

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TRADEMARKS ASSIGNMENT

THIS TRADEMARKS ASSIGNMENT is dated as of August 22, 2012, and is made from Kalmbach Publishing Co., a Wisconsin corporation with its principal place of business at 21027 Crossroads Circle, Waukesha, WI 53187 ("Assignor") on the one hand, to Madavor Media, LLC, a Delaware limited liability company with its principal place of business at 85 Quincy Avenue Suite 2, Quincy, MA 02169 ("Assignee") on the other hand.

WHEREAS, Assignor has adopted and used and is using in commerce the marks set forth in the attached Schedule 1 (the "Marks"); and

WHEREAS, pursuant to the Asset Purchase Agreement dated as of August 22, 2012, Assignee wishes to acquire from Assignor, and Assignor wishes to transfer to Assignee, said Marks and the goodwill associated with such Marks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee, its successors and assigns all rights, title and interests of Assignor in and to the Marks, the goodwill of the business symbolized by the marks, all registrations and applications for registration thereof, if any, all rights of action accrued and to accrue under and by virtue thereof, including the right to sue and recover for past infringement of said Marks, and all records and files relating to said Marks. This Trademarks Assignment will be governed by the laws of the Commonwealth of Massachusetts without regard to its conflicts of laws principles.

[Signatures appear on the following pages.]

IN WITNESS WHEREOF, the parties have executed, made and entered into this Marks Assignment under seal as of the date first set forth above.

ASSIGNOR: Kalbach Publishing Co.

By: Charles R. Croft
Name: Charles R. Croft
Title: President

THE STATE OF Wisconsin

County of Waushara

This instrument was executed before me on this 22nd day of August 2012, by Charles R. Croft, the president (title) of Kalbach Publishing Co., a Wisconsin corporation, on behalf of said corporation.

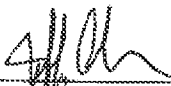
WITNESS my hand and official seal.

Martha A. Lundin
Notary Public in and for
The State of Wisconsin

Martha A. Lundin
Printed or Typed Name of Notary

My Commission ~~Expires~~ is permanent

ASSIGNEE: MADAVOR MEDIA, LLC

By: 
Name: Jeffrey C. Volk
Title: Chairman and CEO

TRADEMARKS ASSIGNED

Trademark	Serial No.	Registration No.	Registration Date
BIRDER'S WORLD	73653444	1,560,805	17 October 1989
THE WRITER	76000389	2,423,525	23 January 2001