

TRADEMARK ASSIGNMENT

Electronic 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 Communications, Inc.		10/15/2012	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Hoffman Publications, LLC		
Street Address:	1900 Internationsl Park Drive, Suite 50		
City:	Birmingham		
State/Country:	ALABAMA		
Postal Code:	35243		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3689821	VICTORIA	
CORRESPONDENCE DATA			
Fax Number:	2054486274		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	205-521-8274		
Email:	lfriedman@babc.com		
Correspondent Name:	Linda Friedman		
Address Line 1:	1819 5th Avenue North		
Address Line 4:	Birmingham, ALABAMA 35203		
NAME OF SUBMITTER:	Linda Friedman		
Signature:	/Linda Friedman/		
Date:	10/25/2012		
Total Attachments: 1 source=Victoria trademark assignment - signed doc#page1.tif			

OP \$40.00 3689821

TRADEMARK ASSIGNMENT

This Trademark Assignment is entered into as of the 15th day of October, 2012 by and between Hearst Communications, Inc., a Delaware corporation located at 300 West 57th Street, New York, New York, 10019 ("Assignor"), and Hoffman Publications, LLC, a Delaware limited liability company located at 1900 International Park Drive, Suite 50, Birmingham, Alabama 35243 ("Assignee").

Whereas, Assignor and Assignee are parties to a Contribution Agreement dated March 16, 2007, pursuant to which Assignor (a) conveyed to Assignee, *inter alia*, "all common law trademark or service mark rights" in VICTORIA as used in a magazine theretofore published and distributed by Assignor, and (b) agreed to prosecute applications to register the VICTORIA trademark, and/or variations thereof, and to assign all right, title and interest in such marks and registrations thereof to Assignee,

Whereas, after execution of said Contribution Agreement, trademark registrations of the VICTORIA mark were issued, in the name of the Assignor, by the United States Patent and Trademark Office as well as in the Canadian Intellectual Property Office,

Now therefore, in consideration of the foregoing, Assignor confirms its previous assignment of all rights to the VICTORIA mark as set forth in said Contribution Agreement and does hereby sell, assign, transfer and set over to Assignee, Assignor's entire right, title and interest in the VICTORIA trademark registrations set forth below, together with the goodwill of the business symbolized thereby, including the assignment of the right to take legal action and recover in respect of any infringement that took place at any time after March 16, 2007:

U.S. Reg. No. 3,689,821, of VICTORIA, registered September 29, 2009

and

Canadian Reg. No. TMA708799, of VICTORIA, registered March 4, 2008

both of the foregoing registered for "magazines featuring material on the home, beauty, fashion, and gardening directed to women and published monthly or at other intervals."

ASSIGNOR:

Hearst Communications, Inc.

John P. Loughlin
Signature

John P. Loughlin
Typed/Printed Name

EVP & GM
Title or Position

ASSIGNEE:

Hoffman Publications, LLC

Phyllis Hoffman Deliano
Signature

Phyllis Hoffman Deliano
Typed/Printed Name

President
Title or Position