

## TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Bank of New York Mellon		10/24/2012	Banking Corporation: NEW YORK
RECEIVING PARTY DATA			
Name:	Aspire Media, LLC		
Street Address:	201 East 4th Street		
City:	Loveland		
State/Country:	COLORADO		
Postal Code:	80537		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3794932	MAKE TIME FOR YARN EVERY DAY	
Registration Number:	4128976	MAKE TIME FOR YARN EVERY DAY	
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:	441 Vine Street		
Address Line 2:	2700 Carew Tower		
Address Line 4:	Cincinnati, OHIO 45202		
NAME OF SUBMITTER:	Lori Krafte		
Signature:	/Lori Krafte/		

OP \$65.00 3794932

Date:

11/30/2012

**Total Attachments: 5**

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GRANT OF FIRST LIEN  
SECURITY INTEREST IN TRADEMARK RIGHTS

This GRANT OF FIRST LIEN SECURITY INTEREST IN TRADEMARK RIGHTS ("Agreement"), effective as of October 24, 2012 is made by ASPIRE MEDIA, LLC, a Delaware limited liability company (the "Additional Grantor"), in favor of THE BANK OF NEW YORK MELLON, as Administrative Agent (the "Agent") for the several banks and other financial institutions (the "Lenders"), parties to the Term Loan Agreement, referred to below.

WITNESSETH:

WHEREAS, New Publishing Holdings, Inc. ("Holdings"), F+W Media, Inc. (the "Borrower"), the Lenders, and the Agent have entered into a Term Loan Agreement, dated as of June 9, 2010 (as amended, supplemented or otherwise modified from time to time, the "Term Loan Agreement");

WHEREAS, in connection with the Term Loan Agreement, Holdings, the Borrower and certain of its Affiliates (other than the Additional Grantor) have entered into the Guarantee and Collateral Agreement, dated as of June 9, 2010 (as amended, supplemented or otherwise modified from time to time, the "Guarantee and Collateral Agreement"), in favor of the Agent for the benefit of the Lenders;

WHEREAS, Section 5.9(c) of the Term Loan Agreement requires the Additional Grantor to become a party to the Guarantee and Collateral Agreement and, accordingly, the Additional Grantor has become a party to the Guarantee and Collateral Agreement by executing and delivering an Assumption Agreement dated as of October \_\_, 2012 (the "Assumption Agreement");

WHEREAS, pursuant to the Assumption Agreement, the Additional Grantor pledged and granted to the Agent for the benefit of the Agent and the Lenders a continuing security interest in all Intellectual Property, including the Trademarks; and

WHEREAS, the Additional Grantor has duly authorized the execution, delivery and performance of this Agreement;

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, and in order to induce the Lenders to make Loans and other financial accommodations to the Borrower pursuant to the Term Loan Agreement, the Additional Grantor agrees, for the benefit of the Agent and the Lenders, agree as follows:

SECTION 1. Definitions. Unless otherwise defined herein or the context otherwise requires, terms used in this Agreement, including its preamble and recitals, have the meanings provided or provided by reference in the Term Loan Agreement and the Guarantee and Collateral Agreement.

SECTION 2. Grant of Security Interest. The Additional Grantor hereby grants a continuing security interest in all of the Additional Grantor's right, title and interest in, to and under the Trademarks (including, without limitation, those items listed on Schedule A hereto)

(collectively, the "Trademark Collateral"), to the Agent for the benefit of the Agent and the Lenders to secure the prompt and complete payment and performance when due of the Obligations. Notwithstanding the foregoing, applications in the United States Patent and Trademark Office to register trademarks or service marks on the basis of any Grantor's "intent to use" such trademarks or service marks will not be deemed to be Trademark Collateral unless and until a "Statement of Use" or "Amendment to Allege Use" has been filed and accepted in the United States Patent and Trademark Office, whereupon such application shall be automatically subject to the security interest granted herein and deemed to be included in the Trademark Collateral.

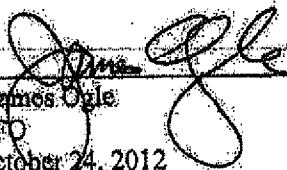
**SECTION 3. Purpose.** This Agreement has been executed and delivered by the Additional Grantor for the purpose of recording the grant of security interest herein with the United States Patent and Trademark Office. The security interest granted hereby has been granted to the Lenders in connection with the Assumption Agreement and the Guarantee and Collateral Agreement and is expressly subject to the terms and conditions thereof. The Assumption Agreement and Guarantee and Collateral Agreement (and all rights and remedies of the Lenders thereunder) shall remain in full force and effect in accordance with their terms.

**SECTION 4. Acknowledgment.** The Additional Grantor does hereby further acknowledge and affirm that the rights and remedies of the Lenders with respect to the security interest in the Trademark Collateral granted hereby are more fully set forth in the Term Loan Agreement and the Guarantee and Collateral Agreement. In the event of any conflict between the terms of this Agreement and the terms of the Guarantee and Collateral Agreement, the terms of the Guarantee and Collateral Agreement shall govern.

**SECTION 5. Counterparts.** This Agreement may be executed in counterparts, each of which will be deemed an original, but all of which together constitute one and the same original.

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be duly executed and delivered by their respective officers thereunto duly authorized as of the day and year first above written.

ASPIRE MEDIA, LLC

By:   
Name: James Oyle  
Title: CFO  
Date: October 24, 2012

THE BANK OF NEW YORK MELLON,  
as Administrative Agent for the Lenders

By:   
Name: MELINDA VALENTINE  
Title: VICE PRESIDENT  
Date: November 14, 2012  
ACKNOWLEDGEMENT OF ADDITIONAL GRANTOR

STATE OF OHIO )  
COUNTY OF HAMILTON )<sup>SS</sup>

James Ode On the 24<sup>TH</sup> day of October, 2012, before me personally came who is personally known to me to be the CFO of ASPIRE MEDIA, LLC, a Delaware limited liability company, who, being duly sworn, did depose and say that she/he is the CFO in such limited liability company, the limited liability company described in and which executed the foregoing instrument; that she/he executed and delivered said instrument pursuant to authority given by the Members of such limited liability company; and that she/he acknowledged said instrument to be the free act and deed of said limited liability company.

Julie A. Wallace  
Notary Public



(AND SEWELL ASSOCIATES)  
Notary Public, State of Ohio  
My Commission Expires 08-13-2017

[Acknowledgment to Grant of First Lien Security Interest in Trademark Rights]

ACKNOWLEDGEMENT OF ADMINISTRATIVE AGENT

STATE OF TEXAS            )  
  ) ss  
COUNTY OF DALLAS        )

On the 14<sup>th</sup> day of November, 2012, before me personally came Melina Valentine, who is personally known to me to be the Vice President of THE BANK OF NEW YORK MELLON, a New York banking corporation, who, being duly sworn, did depose and say that she/he is the Vice President in such corporation, the corporation described in and which executed the foregoing instrument, that she/he executed and delivered said instrument pursuant to authority given by the Board of Directors of such corporation; and that she/he acknowledged said instrument to be the free act and deed of said corporation.



Melissa K. Fletcher  
Notary Public

(PLACE STAMP AND SEAL ABOVE)

[Acknowledgment to Grant of First Lien Security Interest in Trademark Rights]

**SCHEDULE A (Aspire Medix, LLC)**

**U.S. Trademark Registrations and Applications**

COUNTRY	TRADEMARK	Serial No.	Reg. No.	STATUS
U.S.A.	MAKE TIME FOR YARN EVERY DAY	77/979,107	3,794,932	Registered
U.S.A.	MAKE TIME FOR YARN EVERY DAY	77/461,090	4,128,976	Registered

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