

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
The Parenting Group, Inc.		05/13/2013	CORPORATION: DELAWARE

**RECEIVING PARTY DATA**

<b>Name:</b>	Meredith Corporation
<b>Street Address:</b>	1716 Locust Street
<b>City:</b>	Des Moines
<b>State/Country:</b>	IOWA
<b>Postal Code:</b>	50309
<b>Entity Type:</b>	CORPORATION: IOWA

**PROPERTY NUMBERS Total: 34**

Property Type	Number	Word Mark
Registration Number:	3840294	
Serial Number:	85206619	BABYSCAPES
Registration Number:	0661932	BABY TALK
Registration Number:	3145207	BABYTALK
Registration Number:	2214865	BABY TALK
Registration Number:	2643396	BABY TALK
Registration Number:	3166420	BABYTALK FIRST MONTHS
Registration Number:	3345197	BABYTALK FIRST MONTHS
Registration Number:	3336084	BABY TALK MOM-TO-BE
Registration Number:	3970553	FIT GENERATION
Registration Number:	3782720	MOM CONGRESS
Registration Number:	3934878	MOM CONGRESS
Registration Number:	3278190	MOMCONNECTION
Registration Number:	3684875	MOM MATTERS

CH \$865.00 3840294

Registration Number:	1578948	PARENTING
Registration Number:	2026010	PARENTING
Registration Number:	2862994	PARENTING
Registration Number:	3688790	PARENTING
Serial Number:	85825449	PARENTING
Registration Number:	2383179	PARENTING BEBE
Registration Number:	3197407	PARENTING MOM SQUAD
Registration Number:	3263491	PARENTING MOM SQUAD
Registration Number:	3228393	PARENTING MOM-TESTED
Registration Number:	3228394	PARENTING MOM-TESTED!
Registration Number:	2932109	PARENTING MOM-TESTED
Registration Number:	2932110	PARENTING MOM-TESTED!
Registration Number:	3143634	PARENTING MOM-TESTED!
Registration Number:	2970516	PREGNANCY BASICS
Registration Number:	4017145	READ.CONNECT.GROW
Serial Number:	85539056	SHOW MOM HOW
Registration Number:	1963784	THE PARENTING TOY HALL OF FAME
Registration Number:	2907628	THE MOM CONNECTION
Registration Number:	3426627	WHAT MATTERS TO MOMS
Registration Number:	3238477	WORLD'S BIGGEST PLAYGROUP

**CORRESPONDENCE DATA**

Fax Number: 5152842776  
*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*  
Phone: 515.284.2167  
Email: becky.king@meredith.com  
Correspondent Name: Rebecca J. King  
Address Line 1: 1716 Locust Street  
Address Line 4: Des Moines, IOWA 50309

NAME OF SUBMITTER:	Rebecca J. king
Signature:	/Rebecca J. King/
Date:	08/09/2013

Total Attachments: 10  
source=Bonnier Assignment of TMs#page1.tif  
source=Bonnier Assignment of TMs#page2.tif  
source=Bonnier Assignment of TMs#page3.tif

**TRADEMARK**  
**REEL: 005088 FRAME: 0529**

source=Bonnier Assignment of TMs#page4.tif  
source=Bonnier Assignment of TMs#page5.tif  
source=Bonnier Assignment of TMs#page6.tif  
source=Bonnier Assignment of TMs#page7.tif  
source=Bonnier Assignment of TMs#page8.tif  
source=Bonnier Assignment of TMs#page9.tif  
source=Bonnier Assignment of TMs#page10.tif

## ASSIGNMENT OF MARKS

THIS ASSIGNMENT OF MARKS (this "Assignment") is dated as of May 13, 2013 and is entered into by and between The Parenting Group, Inc., a Delaware corporation ("Assignor"), and Meredith Corporation, an Iowa corporation ("Assignee"; each of Seller and Buyer, a "Party", and collectively, the "Parties").

### WITNESSETH:

WHEREAS, Assignor and Assignee are parties to that certain Asset Purchase Agreement, dated as of the date hereof (the "Purchase Agreement"), pursuant to which, among other things, Assignor agreed to assign to Assignee all right, title and interest in and to the registered trademarks and trademark applications set forth on Schedule A hereto, (the "Trademarks"); and

WHEREAS, Assignor desires to transfer all right title and interest in and to the Trademarks and all goodwill associated therewith to Assignee and Assignee desires to acquire all such right, title and interest in and to such Trademarks and all goodwill associated therewith.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, and as more fully set forth in the Purchase Agreement and subject to the terms and conditions therein, Assignor and Assignee intending to be legally bound, agree as follows:

1. Assignment. Assignor hereby sells, assigns, transfers, conveys and delivers unto Assignee its successors and assigns, and Assignee hereby purchases and accepts from Assignor, all of Assignor's right, title and interest in and to the Trademarks, together with all goodwill associated therewith and symbolized thereby, and all claims, causes of action, actions, suits, or other proceedings, in law or in equity, and the right to sue therefore and recover damages for past, present or future infringement of the Trademarks.
2. Authorization. Assignor hereby authorizes and requests the officials of all countries in which the Trademarks are now or in the future will be registered to issue to Assignee all of Assignor's right, title and interest in and to the same for the sole use and enjoyment of Assignee, its successors and assigns.
3. Other Documents. Assignor, from time to time, at Assignee's request, shall execute, acknowledge and deliver to Assignee such other instruments of conveyance and transfer and will take such other actions and execute and deliver such other documents, certifications and further assurances as Assignee may reasonably require in order to vest title more effectively in Assignee, or to put Assignee more fully in possession of, any of the Trademarks.
4. No Modification of Purchase Agreement. This Assignment is executed and delivered in connection with the transactions contemplated by the Purchase Agreement. The Parties acknowledge that the terms of this Assignment shall be interpreted and construed in accordance with the terms of the Purchase Agreement. Nothing in this Assignment is intended,

nor shall it be deemed, to modify, limit, extend or amend any of the rights or obligations of any party to the Purchase Agreement. Assignor makes no representations or warranties with respect to the Trademarks, except as expressly set forth in the Purchase Agreement. In the event of any conflict between the terms of this Assignment and the terms of the Purchase Agreement, the terms of the Purchase Agreement shall control.

5. Amendment; Waiver. No provision of this Assignment may be amended or modified except by an instrument or instruments in writing signed by the Parties. By means of a writing, any Party may waive compliance by another Party with any of the provisions of this Assignment. No waiver of any provision hereof shall be construed as a waiver of any other provision or subsequent breach. The failure of any Party to enforce at any time any provision hereof shall not be construed to be a waiver of such provision, nor in any way to affect the validity hereof or any part hereof or the right of any Party thereafter to enforce each and every such provision.

6. Governing Law; Jurisdiction. This Assignment shall be governed by, and construed and enforced in accordance with, the laws of the state of New York. Assignor and Assignee hereby irrevocably submit to the jurisdiction of any New York State or United States Federal Court sitting in New York, borough of Manhattan (and any appellate court therefrom) over any action or proceeding arising out of or relating to this Assignment. Each of Assignor and Assignee hereby irrevocably waives any objection that it may have to venue and the defense of an inconvenient forum to the maintenance of such action or proceeding. Each of Assignor and Assignee hereby agrees that service of process on such Party as provided in the Purchase Agreement shall be deemed effective service of process on such Party.

7. Waiver of Trial by Jury. EACH PARTY HEREBY IRREVOCABLY WAIVES ALL RIGHT TO TRIAL BY JURY IN ANY ACTION, PROCEEDING OR COUNTERCLAIM (WHETHER BASED ON CONTRACT, TORT OR OTHERWISE) ARISING OUT OF OR RELATING TO THIS ASSIGNMENT OR THE ACTIONS OF SUCH PARTY IN THE NEGOTIATION, ADMINISTRATION, PERFORMANCE AND ENFORCEMENT HEREOF.

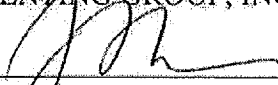
8. Counterparts. This Assignment may be executed in two or more counterparts, each of which shall be deemed an original, and each party thereto may become a party hereto by executing a counterpart hereof. This Assignment and any counterpart so executed shall be deemed to be one and the same instrument.

9. Entire Agreement. This Assignment (together with the Purchase Agreement, the Schedules thereto and the documents referred to therein) contains, and is intended as, a complete statement of all of the terms of the arrangements between the Parties with respect to the matters provided for herein, and supersedes any previous agreements and understandings between the Parties with respect to those matters.

IN WITNESS WHEREOF, the Parties have caused this Assignment to be to be duly executed by their respective authorized officers as of the day and year first above written.

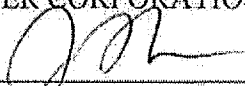
THE PARENTING GROUP, INC.

By:

  
Name: \_\_\_\_\_  
Title: Jeremy M. Thompson  
Corporate Secretary

BONNIER CORPORATION

By:

  
Name: \_\_\_\_\_  
Title: Jeremy M. Thompson  
Corporate Secretary


*[Signature Page to Assignment of Marks]*

(NY) 034887008/IP/trademark.assignment.doc

**TRADEMARK**  
**REEL: 005088 FRAME: 0533**

**SCHEDULE A**

**Trademarks**

TRADEMARK	OWNER OF MARK	CLASS (ES)	STATUS	SERIAL NUMBER	REG. NUMBER	COUNTRY	APP. DATE	REG. DATE	DATE OF ABANDONMENT/CANCELLATION
 (daisy design)	The Parenting Group, Inc.	16, 41	Active	77844170	3840294	USA	10/08/09	08/31/2010	
DESCRIPTION OF CLASS:		Class 16: Magazines in the field of pregnancy, child rearing, child development, parent/child relationship, family health and related topics Class 41: Computer services, namely, providing interactive online magazine in the field of pregnancy, child rearing, child development, parent/child relationship, family health and related topics							
<b>Babyscapes</b>	The Parenting Group, Inc.	16, 39, 43	Application Pending	85206619		USA	12/28/10		
DESCRIPTION OF CLASS:		Class 16: Magazines, featuring information for new parents on weekend getaways to take with their baby Class 39: Providing an interactive website featuring travel information, namely, information for new parents about weekend getaways to take with their baby Class 43: Providing an interactive website featuring travel lodging information and travel lodging booking agency information for new parents in relation to weekend getaways to take with their baby							
<b>babytalk</b>	The Parenting Group, Inc.	16	Active	72031404	661932	USA	06/05/1957	05/20/1958	
DESCRIPTION OF CLASS:		Class 16: Magazine							
<b>Babytalk</b>	The Parenting Group, Inc.	16	Active	78728911	3145207	USA	10/07/2005	09/19/2006	
DESCRIPTION OF CLASS:		Class 16: Magazines and books on the topics of pregnancy, prenatal care, infant development, parenting and child rearing							
<b>BABY TALK</b>	The Parenting Group, Inc.	42	Active	74649161	2214865	USA	05/20/1995	12/29/1998	
DESCRIPTION OF CLASS:		Class 42: computer services, namely interactive on-line information services in the field of prenatal care, pregnancy, and the growth and development of infants							
<b>BABY TALK</b>	The Parenting Group, Inc.	35	Active	75773547	2643396	USA	08/12/1999	10/29/2002	
DESCRIPTION OF CLASS:		Class 35: coupon and product sample distribution services for others							
<b>Baby Talk</b>	The Parenting Group, Inc.	42	Active	7469161	22149865	USA	03/20/1995	12/29/1998	

TRADEMARK	OWNER OF MARK	CLASS (ES)	STATUS	SERIAL NUMBER	REG. NUMBER	COUNTRY	APP. DATE	REG. DATE	DATE OF ABANDONMENT/CANCELLATION
DESCRIPTION OF CLASS:		Class 42: computer services, namely interactive on-line information services in the field of prenatal care, pregnancy, and the growth and development of infants							
BABYTALK FIRST MONTHS	The Parenting Group, Inc.	35	Active	78567441	3166420	USA	02/15/2005	10/31/2006	
DESCRIPTION OF CLASS:		Class 35: promoting the goods and services of others by the distribution of product sample kits and coupons							
BABYTALK FIRST MONTHS	The Parenting Group, Inc.	16	Active	78567442	3345197	USA	02/15/2005	11/27/2007	
DESCRIPTION OF CLASS:		Class 16: printed publications, namely, magazines and books featuring information of interest and concern to women, namely, health, diet, food, pregnancy, child birth, infants and parenting							
BABYTALK MOM-TO-BE	The Parenting Group, Inc.	16	Active	7867535	3336084	USA	02/15/2005	11/13/2007	
DESCRIPTION OF CLASS:		Class 16: printed publications, namely, magazines and books featuring information of interest and concern to women, namely, health, diet, food, pregnancy, child birth, infants and parenting							
Fit Generation	The Parenting Group, Inc.	35	Active	85149671	3970553	USA	10/11/2010	05/31/2011	
DESCRIPTION OF CLASS:		Class 35: Promoting public awareness in the field of fitness through event programs for families							
Mom Congress	The Parenting Group, Inc.	41	Active	77978792	3782720	USA	12/05/2008	04/27/2010	
DESCRIPTION OF CLASS:		Class 41: Providing on-line electronic magazines and newsletters in the field of encouraging mothers to be advocates for social and political change							
Mom Congress	The Parenting Group, Inc.	35	Active	77627428	3934878	USA	12/05/2008	03/22/2011	
DESCRIPTION OF CLASS:		Class 35: Promoting public awareness of the need for mothers to be advocates for social and political change							
MOMCONNECTION	The Parenting Group, Inc.	38	Active	78863756	3278190	USA	04/18/2006	08/07/2007	
DESCRIPTION OF CLASS:		Class 38: Providing on-line forums for transmission of messages among computer users concerning information of interest and concern to women, namely, health, diet, food, pregnancy, child birth, infants and parenting							
Mom Matters	Bonnier Corporation	35	Active	77283434	3684875	USA	09/19/2007	09/22/2009	



TRADEMARK	OWNER OF MARK	CLASS (ES)	STATUS	SERIAL NUMBER	REG. NUMBER	COUNTRY	APP. DATE	REG. DATE	DATE OF ABANDONMENT/CANCELLATION
DESCRIPTION OF CLASS: Class 35: Providing on-line business marketing information relating to parenting to advertising, marketing, and public relations industries, specifically, providing insights for understanding the parenting market from consumer panels and surveys; providing on-line information in the field of parenting concerning intra-family relationships to advertising, marketing, and public relations industries; providing on-line information in the field of parenting concerning intra-family relationships to advertising, marketing, and public relations industries, namely, providing insights for understanding the parenting market from consumer panels and surveys.									
Parenting	The Parenting Group, Inc.	16	Active	73753922	1578948	USA	09/26/1988	01/23/1990	
DESCRIPTION OF CLASS: Class 16: magazines									
Parenting	The Parenting Group, Inc.	42	Active	74649229	2026010	USA	03/20/1995	12/24/1996	
DESCRIPTION OF CLASS: Class 42: computer services, namely interactive online services providing information on pregnancy, child rearing, child development, parent/child relationships, family health and related topics									
Parenting	The Parenting Group, Inc.	35	Cancelled	75773562	2530407	USA	08/12/1999	01/15/2002	08/17/2012
DESCRIPTION OF CLASS: Class 35: coupon and product sample distribution services for others									
Parenting	The Parenting Group, Inc.	16	Active	75773563	2862994	USA	08/12/1999	07/13/2004	
DESCRIPTION OF CLASS: Class 16: books featuring topics of child development, child and adult education, family relationships, crafts, travel, food, toys, exercise, diet and other topics of interest to parents and families									
Parenting (design)	The Parenting Group, Inc.	16	Active	77683407	3688790	USA	03/04/2009	09/29/2009	
DESCRIPTION OF CLASS: Magazine in the field of pregnancy, child rearing, child development, parent/child relationship, family health and related topics									
Parenting	The Parenting Group, Inc.	See description of class	Active	1045694	TMA701391	Canada	02/08/2000	11/22/2007	
DESCRIPTION OF CLASS: <b>WARES:</b> (1) Magazines <b>SERVICES:</b> (1) Computer services, namely interactive online services providing information on pregnancy, child rearing, child development, parent/child relationships, family health and related topics. (2) Entertainment services, namely, an ongoing television program featuring subject matter similar to that contained in applicant's magazine by the same name, namely issues relating to child development, child and adult education, family relationships, crafts, travel, food, toys, exercise, diet and other topics of interest to parents and families									

TRADEMARK	OWNER OF MARK	CLASS (ES)	STATUS	SERIAL NUMBER	REG. NUMBER	COUNTRY	APP. DATE	REG. DATE	DATE OF ABANDONMENT/CANCELLATION
Parenting	The Parenting Group, Inc.	21, 28	Application Pending	85825449		USA	01/17/13		
DESCRIPTION OF CLASS:		Class 21: dishes, bowls, utensils, cups Class 28: toys; plastic toys							
Parenting bebé	The Parenting Group, Inc.	16	Cancelled	75817017	2383179	USA	10/07/1999	09/05/2000	04/08/2011
DESCRIPTION OF CLASS:		Class 16: general interest magazines							
Parenting Mom Squad	The Parenting Group, Inc.	44	Active	78502574	3197407	USA	10/20/2004	01/09/2007	
DESCRIPTION OF CLASS:		Class 44: providing online information about cosmetics, makeovers and health information related to motherhood							
Parenting Mom Squad	The Parenting Group, Inc.	16	Active	78502577	3263491	USA	10/20/2004	07/10/2007	
DESCRIPTION OF CLASS:		Class 16: magazine sections and features dealing with makeovers, opinions, editorial advice and topics concerning motherhood							
Parenting Mom-Tested	The Parenting Group, Inc.	41	Active	78284569	3228393	USA	08/07/2003	04/10/2007	
DESCRIPTION OF CLASS:		Class 41: providing recognition by way of an award/acknowledgement to demonstrate excellence in particular products or services in the field of child rearing and child care; television programming segment showcasing particular products or services in the fields of child rearing and child care as selected by editors as being among the best in their respective fields							
Parenting Mom-Tested! (design)	The Parenting Group, Inc.	41	Active	78284580	3228394	USA	08/07/2003	04/10/2007	
DESCRIPTION OF CLASS:		Class 41: a television programming segment showcasing particular products or services in the fields of child rearing and child care as selected by editors as being among the best in their respective fields							
Parenting Mom-Tested!	The Parenting Group, Inc.	16	Active	78284571	2932109	USA	08/07/2003	03/08/2005	
DESCRIPTION OF CLASS:		Class 16: regular magazine feature showcasing products and services as selected by editors as being among the best in their respective fields							
Parenting Mom-Tested! (design)	The Parenting Group, Inc.	16	Active	78284576	2932110	USA	08/07/2003	03/08/2005	
DESCRIPTION OF CLASS:		Class 16: regular magazine feature showcasing products and services as selected by editors as being among the best in their respective fields							
Parenting Mom-Tested! (design)	The Parenting Group, Inc.	41	Active	78977159	3143634	USA	08/07/2003	09/12/2006	

TRADEMARK	OWNER OF MARK	CLASS (ES)	STATUS	SERIAL NUMBER	REG. NUMBER	COUNTRY	APP. DATE	REG. DATE	DATE OF ABANDONMENT/CANCELLATION
DESCRIPTION OF CLASS: Class 41: Providing recognition by way of an award/acknowledgement to demonstrate excellence in particular products or services in the fields of child rearing and child care; providing online magazine features showcasing particular products or services in the fields of child rearing and child care as selected by editors as being among the best in their respective fields									
Pregnancy Basics	The Parenting Group, Inc.	16	Active	78425881	2970516	USA	05/27/2004	07/19/2005	
DESCRIPTION OF CLASS: Class 16: magazines in the field of health, pregnancy, prenatal care, childbirth, baby care, childcare, exercise, diet and other information for parents and expectant parents									
Read.Connect.Grow	The Parenting Group, Inc.	35	Active	85143313	4017145	USA	10/01/2010	08/23/2011	
DESCRIPTION OF CLASS: Class 35: Promoting public awareness in the field of literacy through an annual program									
Real Parenting	The Parenting Group, Inc.	16	Active	D00-2004-16745-16869	IDM 000061886	Indonesia	06/15/2004	01/16/2006	
DESCRIPTION OF CLASS: Class 16: Printed publications, namely, magazines, books, newsletters and newspapers; photo albums, stationary and scrapbooks; boxed card sets featuring information directed to, and about parents and young children; and painting sets; arts and craft paint kits, crayons and coloring books.									
Real Parenting	The Parenting Group, Inc.	42	Active	J00-2004-16746-16870	IDM000061887	Indonesia	06/15/2004	01/16/2006	
DESCRIPTION OF CLASS: Class 42: Computer services, namely, interactive online services providing information on pregnancy, child rearing, child development, parent/child relationship, family health and related topics.									
Real Parenting	The Parenting Group, Inc.	16	Active	553173	Kor207829	Thailand	05/20/2004	11/30/2004	
DESCRIPTION OF CLASS: Class 16: Printed publications, magazines, books, newsletters, newspapers, photo albums, writing paper, scrapbooks, boxed informative card sets, painting sets, arts and craft paint kits, crayons, coloring books.									
Real Parenting	The Parenting Group, Inc.	41	Pending (?)	553174		Thailand	05/20/2004		
DESCRIPTION OF CLASS: Class 41: Interactive online services providing information on pregnancy, child rearing, child development, parent/child relationships, family health and related topics.									
Show Mom How	The Parenting Group, Inc.	9, 16, 41	Application Pending	85539056		USA	02/10/2012		
DESCRIPTION OF CLASS: Class 9: prerecorded audiotapes, videotapes, compact discs and DVD's, downloadable electronic publications, downloadable computer application software, all in the field of pregnancy, parenting, and motherhood Class 16: series of books, special interest publications, magazine sections, newsletters, all in the field of pregnancy, parenting, and motherhood Class 41: Computer services, namely, providing an on-line publication in the nature of e-books in the field of									

TRADEMARK	OWNER OF MARK	CLASS (ES)	STATUS	SERIAL NUMBER	REG. NUMBER	COUNTRY	APP. DATE	REG. DATE	DATE OF ABANDONMENT/ CANCELLATION
pregnancy, parenting, and motherhood; section of website on pregnancy, parenting, and motherhood									
<b>The Parenting Toy Hall of Fame</b>	The Parenting Group, Inc.	16	Active	74554169	1963784	USA	07/27/1994	03/26/1996	
DESCRIPTION OF CLASS: Class 16: magazine column about toys									
<b>THE MOM CONNECTION</b>	The Parenting Group, Inc.	35, 41	Active	76483307	2907628	USA	01/17/2003	12/07/2004	
DESCRIPTION OF CLASS: Class 35: market research services for others: conducting marketing studies for others Class 41: publication of market research and marketing study results; electronic publishing services, namely, publication of market research and marketing study results online									
<b>What Matters to Moms</b>	Bonnier Corporation	16	Active	77284255	3426627	USA	09/20/2007	05/13/2008	
DESCRIPTION OF CLASS: Class 16: Magazines, books, magazine sections and magazine features in the field of cosmetic makeovers and opinions and editorial advice relating to motherhood									
<b>World's Biggest Playgroup</b>	The Parenting Group, Inc.	35, 41	Active	78627378	3238477	USA	05/11/2005	05/01/2007	
DESCRIPTION OF CLASS: Class 35: promoting the products and services of others through live educational and entertainment events bringing together parents and businesses that offer products and services geared toward parents and children; arranging and conducting marketing and promotional events for others Class 41: organizing and arranging live educational and entertainment events for parents and children, featuring music, dance, play activities on the subject of parenting and childrearing									

BELINM1039\0578\agr assignment - trademark.003 (01578323).DOC

A-7

(NY) 03488/008/IP/trademark.assignment.doc

**RECORDED: 08/09/2013**

**TRADEMARK  
REEL: 005088 FRAME: 0540**