

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
American Express Marketing & Development Corp.		09/12/2013	CORPORATION: DELAWARE

**RECEIVING PARTY DATA**

<b>Name:</b>	American Express Publishing Corporation
<b>Street Address:</b>	1120 Avenue of the Americas
<b>City:</b>	New York
<b>State/Country:</b>	NEW YORK
<b>Postal Code:</b>	10036
<b>Entity Type:</b>	CORPORATION: NEW YORK

**PROPERTY NUMBERS Total: 39**

Property Type	Number	Word Mark
Registration Number:	4122919	THE PEOPLE'S BEST NEW CHEF
Registration Number:	4122920	THE PEOPLE'S BEST NEW CHEF
Registration Number:	4169472	TRAVEL + LEISURE GLOBAL BAZAAR
Registration Number:	1322082	FOOD & WINE
Registration Number:	935732	TRAVEL + LEISURE
Registration Number:	1947841	SKYGUIDE
Registration Number:	2087436	FOOD & WINE
Registration Number:	2582724	FOOD & WINE
Registration Number:	4325440	THE PEOPLE'S BEST NEW PASTRY CHEF
Registration Number:	4285788	T+L SMITTY AWARDS
Registration Number:	4275757	SMITTY
Registration Number:	2836632	LUXURY SUMMIT
Registration Number:	3070069	ELITE TRAVELER
Registration Number:	3070070	TRAVEL + LEISURE ELITE TRAVELER

CH \$990.00 4122919

**TRADEMARK**

Registration Number:	3018631	SKYGUIDE EXECUTIVE PRIVILEGE CLUB
Registration Number:	3190060	DOCTOR/PATIENT - THE PERSONAL SIDE OF QU
Registration Number:	3200574	ESKYGUIDE
Registration Number:	3283909	AMBASSADOR'S CUP
Registration Number:	3286129	TRAVEL + LEISURE FAMILY
Registration Number:	3594852	GROW FOR GOOD
Registration Number:	3676959	TRAVEL CHANGES EVERYTHING
Registration Number:	3378412	AMBASSADORS NETWORK
Registration Number:	3449237	TRAVEL + LEISURE PROJECT GLOBE
Registration Number:	3578201	TRAVEL + LEISURE CHECK IN
Registration Number:	3534098	BEVERAGE ARTS CHALLENGE
Registration Number:	3679733	FOOD & WINE 2 GO
Registration Number:	3786027	HOME COOK SUPERSTAR SEARCH
Registration Number:	3730904	INSPIRATION SERVED DAILY
Registration Number:	3945307	TRAVEL + LEISURE GOLF PLAYERS CLUB
Registration Number:	3864123	HOME COOK SUPERSTAR
Registration Number:	3959651	VACATIONIST
Registration Number:	4122825	HUNGRY CROWD
Serial Number:	85520251	FOOD & WINE FRESH
Serial Number:	85819217	THE PLATE PROJECT 2048
Serial Number:	85819274	DAILY TRANSPORTER
Serial Number:	85917146	CABIN PRESSURE COOK OFF
Serial Number:	86006445	JUST IN
Serial Number:	86019822	VINE SCHOOL
Serial Number:	77927067	FOOD & WINE

**CORRESPONDENCE DATA**

Fax Number: 3126165700

*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*

Phone: 312-616-5600

Email: trademark@leydig.com

Correspondent Name: Mark J. Liss

Address Line 1: 180 N. Stetson Ave.

Address Line 2: Two Prudential Plaza Suite 4900

Address Line 4: Chicago, ILLINOIS 60601

ATTORNEY DOCKET NUMBER:

278732

**TRADEMARK**

**REEL: 005112 FRAME: 0930**

	Mark J. Liss
Signature:	/Mark J. Liss/
Date:	09/17/2013
<b>Total Attachments: 5</b> source=American Express Marketing & Development Corp. US Assignment Trademark#page1.tif source=American Express Marketing & Development Corp. US Assignment Trademark#page2.tif source=American Express Marketing & Development Corp. US Assignment Trademark#page3.tif source=American Express Marketing & Development Corp. US Assignment Trademark#page4.tif source=American Express Marketing & Development Corp. US Assignment Trademark#page5.tif	

**ASSIGNMENT OF TRADEMARKS**

**THIS ASSIGNMENT OF TRADEMARKS** (this "Assignment"), effective as of the <sup>12</sup> day of September, 2013 ("Effective Date"), is from AMERICAN EXPRESS MARKETING & DEVELOPMENT CORP., a Delaware corporation, having its principal offices at 200 Vesey Street, New York, New York 10285 ("Assignor"), to AMERICAN EXPRESS PUBLISHING CORPORATION, a New York corporation, having its principal offices at 1120 Avenue of the Americas, New York, New York 10036 ("Assignee").

WHEREAS, Assignor is the owner of the trademark applications and registrations on Schedule A attached hereto ("Trademarks"); and

WHEREAS, Assignee desires to acquire the Trademarks, the goodwill of the business with which the Trademarks are used and which is symbolized by the Trademarks, and the portion of the business to which the Trademarks relate, and Assignor desires to assign its rights in the Trademarks, such goodwill and such portion of the business to which the Trademarks relate to Assignee.

NOW THEREFORE, in consideration of the mutual agreements, covenants and other premises set forth herein and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged and accepted, Assignor hereby assigns to Assignee all of Assignor's right, title and interest, whether statutory or common law rights, in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks and the portion of the business to which the Trademarks relate, and all of Assignor's rights therein, including all rights to bring all claims, demands and causes for action, both at law and in equity, for any infringement of the Trademarks occurring prior to or after the date hereof, and all remedies with respect thereto, and rights to collect any damage awards, proceeds, or royalties with respect thereto.

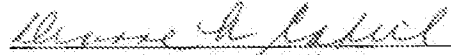
Any questions, claims, disputes, remedies or actions arising from or related to this Assignment, and any relief or remedies sought by any parties hereunder, shall be governed exclusively by the laws of the State of New York.

This Assignment shall be binding upon, and shall inure to the benefit of, the parties hereto and their respective successors and permitted assigns.

*[Remainder of Page Intentionally Left Blank - Signature Page Follows]*

IN WITNESS WHEREOF, the undersigned, being duly authorized and acting on behalf of Assignor and Assignee hereby execute this Assignment to take effect on the Effective Date.

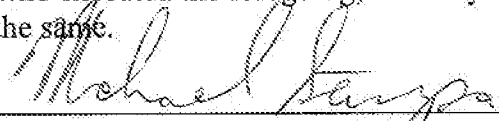
**ASSIGNOR:**  
AMERICAN EXPRESS MARKETING  
& DEVELOPMENT CORP.

  
Name: Dianne K Cahill  
Title: President

MICHAEL STEMPA  
NOTARY PUBLIC-STATE OF NEW YORK  
No. 01ST6070959  
Qualified in Queens County  
My Commission Expires April 11, 2014

STATE OF NEW YORK    )  
                                  ) SS.:  
COUNTY OF NEW YORK )

On the 12<sup>th</sup> of September, 2013, before me personally came Dianne K Cahill, to me known and known to be the individual described in, and who executed the foregoing, and duly acknowledged to me that he or she executed the same.

  
Notary Public



SCHEDULE A

Country	Trademark	App. No.	File Date	Reg. No.	Reg. Date
United States of America	THE PEOPLE'S BEST NEW CHEF	85245024	2/17/2011	4122919	4/3/2012
United States of America	THE PEOPLE'S BEST NEW CHEF & Design	85245081	2/17/2011	4122920	4/3/2012
United States of America	TRAVEL + LEISURE GLOBAL BAZAAR	85394084	8/10/2011	4169472	7/3/2012
United States of America	FOOD & WINE	73/442495	9/6/1983	1322082	2/26/1985
United States of America	TRAVEL + LEISURE	72/392457	5/19/1971	935732	6/13/1972
United States of America	SKYGUIDE	74/382738	4/22/1993	1947841	1/16/1996
United States of America	FOOD & WINE	75/130127	7/5/1996	2087436	8/12/1997
United States of America	FOOD & WINE	75/650203	2/26/1999	2582724	6/18/2002
United States of America	THE PEOPLE'S BEST NEW PASTRY CHEF (Logo)	85520119	1/19/2011	4325440	4/23/2013
United States of America	FOOD & WINE FRESH	85520251	1/19/2012	N/A	N/A
United States of America	SMITTY Logo	85650689	6/13/2012	4285788	2/5/2013
United States of America	SMITTY	85650676	6/13/2012	4275757	1/15/2013
United States of America	THE PLATE PROJECT 2048	85819217	1/9/2013	N/A	N/A
United States of America	DAILY TRANSPORTER	85819274	1/9/2013	N/A	N/A
United States of America	CABIN PRESSURE COOK OFF	85917146	4/29/2013	N/A	N/A
United States of America	JUST IN	86006445	7/10/2013	N/A	N/A
United States of America	VINE SCHOOL	86019822	7/25/2013	N/A	N/A
United States of America	LUXURY SUMMIT	78/255235	5/28/2003	2836632	4/27/2004
United States of America	ELITE TRAVELER	78/286810	8/13/2003	3070069	3/21/2006
United States of America	ELITE TRAVELER & Design	78/286928	8/13/2003	3070070	3/21/2006
United States of America	SKYGUIDE EXECUTIVE PRIVILEGE CLUB	78/371249	2/20/2004	3018631	11/22/2005
United States of America	DOCTOR/PATIENT - THE PERSONAL SIDE OF QUALITY CARE	78596293	3/28/2005	3190060	12/26/2006
United States of America	ESKYGUIDE and Design	78/635976	5/24/2005	3200574	1/23/2007
United States of America	AMBASSADOR'S CUP	78/867884	4/24/2006	3283909	8/21/2007

Country	Trademark	App. No.	File Date	Reg No.	Reg. Date
United States of America	TRAVEL + LEISURE FAMILY	78/872121	4/28/2006	3286129	8/28/2007
United States of America	GROW FOR GOOD	77573450	9/18/2008	3594852	3/24/2009
United States of America	TRAVEL CHANGES EVERYTHING	77157516	4/16/2007	3676959	9/1/2009
United States of America	AMBASSADORS NETWORK	77229236	7/13/2007	3378412	2/5/2008
United States of America	TRAVEL + LEISURE PROJECT GLOBE	77321316	11/5/2007	3449237	6/17/2008
United States of America	TRAVEL + LEISURE CHECK IN	77321450	11/5/2007	3578201	2/17/2009
United States of America	BEVERAGE ARTS CHALLENGE	77506427	6/24/2008	3534098	11/18/2008
United States of America	FOOD & WINE 2 GO LOGO	77685582	3/6/2009	3679733	9/8/2009
United States of America	HOME COOK SUPERSTAR SEARCH	77720642	4/23/2009	3786027	5/4/2010
United States of America	INSPIRATION SERVED DAILY	77731096	5/7/2009	3730904	12/29/2009
United States of America	TRAVEL + LEISURE GOLF PLAYERS CLUB LOGO	77836946	9/29/2009	3945307	4/12/2011
United States of America	FOOD & WINE	77927067	2/3/2010	N/A	N/A
United States of America	HOME COOK SUPERSTAR	77960854	3/17/2010	3864123	10/19/2010
United States of America	VACATIONIST Logo	85030858	5/5/2010	3959651	5/10/2011
United States of America	HUNGRY CROWD	85222331	1/20/2011	4122825	4/3/2012