

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM299255

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Crafts Media, LLC		03/25/2014	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	F+W Media, Inc.		
Street Address:	10151 Carver Road		
City:	Blue Ash		
State/Country:	OHIO		
Postal Code:	45242		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	85337807	QUILTY	
Serial Number:	85339318	QUILTY	
CORRESPONDENCE DATA			
Fax Number:	5132416324		
<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:	Wood Herron & Evans LLP		
Address Line 2:	441 Vine Street, 2700 Carew Tower		
Address Line 4:	Cincinnati, OHIO 45202-2917		
NAME OF SUBMITTER:	Lori Krafte		
SIGNATURE:	/Lori Krafte/		
DATE SIGNED:	03/26/2014		
Total Attachments: 2			
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OP \$65.00 85337807

Trademark Assignment

WHEREAS, Crafts Media, LLC ("ASSIGNOR"), a Delaware limited liability company, having a place of business at 54 E. Court Avenue, Winterset, Iowa 50273, has adopted and has used the marks shown in Exhibit A attached hereto, subjects of U.S. Trademark Applications as noted therein (the "Marks");

WHEREAS, F+W Media, Inc. ("ASSIGNEE"), a Delaware corporation, having a place of business at 10151 Carver Road, Blue Ash, Ohio 45242, is desirous of acquiring the entire right, title, and interest in and to said Marks, and any accompanying applications and the registrations that issue therefrom, together with the good will of the business in connection with which said Marks are used.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, **ASSIGNOR** does hereby sell, assign, and transfer unto **ASSIGNEE** the entire right, title, and interest in and to the aforesaid Marks, registrations, and applications, together with the good will of the business symbolized by the marks and registrations and applications therefor, and together with all claims, demands, rights, choses in action and rights of recovery for past infringement thereof, the same to be held and enjoyed by **ASSIGNEE**, for its own use and benefit, and for that of its successors and assigns, as fully and entirely as the same would have been held and enjoyed by the **ASSIGNOR** had this sale, assignment, and transfer not been made.

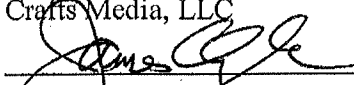
By: Crafts Media, LLC
Name: 
Title: CFO
Date: March 25, 2014

Exhibit A

Trademark	Serial No.	Class	Identification of Services
QUILTY	85/337,807	Class 41	blogs featuring information on quilting; educational and entertainment services, namely, a continuing video program in the field of quilting accessible by computer networks; providing online publications in the nature of periodicals, magazines and magazine articles in the field of quilting
QUILTY & Design	85/339,318	Class 41	blogs featuring information on quilting; educational and entertainment services, namely, a continuing video program in the field of quilting accessible by computer networks; providing online publications in the nature of periodicals, magazines and magazine articles in the field of quilting