

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM309366

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Creative Crafts Group Expo, LLC		06/29/2014	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	
Registration Number:	3057599		
Registration Number:	3076192	IT'S SO YOU!	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; 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:	07/01/2014		
Total Attachments: 2			
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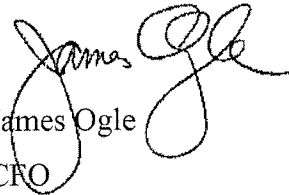
Trademark Assignment

WHEREAS, Creative Crafts Group Expo, LLC (“**ASSIGNOR**”), a Delaware limited liability company having a place of business at 10151 Carver Road, Blue Ash, Ohio 45242, has adopted and has used the marks shown in Exhibit A attached hereto, subject of U.S. Trademark Registrations as noted therein, and has adopted and used certain marks in which it has established common law rights (together, 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 all said Marks and all registrations therefor, 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 and registrations, together with the good will of the business symbolized by the marks and the registrations 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: Creative Crafts Group Expo, LLC



Name: James Ogle

Title: CFO

Date: June 29, 2014

Exhibit A

Trademark	Reg. No.
Dancing Woman Design Mark	3,057,599
IT'S SO YOU	3,076,192

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