

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM309634

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Sky & Telescope Media, 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: 13			
Property Type	Number	Word Mark	
Registration Number:	2943440	BEAUTIFUL UNIVERSE	
Registration Number:	1226650	ESSCO	
Registration Number:	3022433	NIGHT SKY	
Registration Number:	1803246	SKY & TELESCOPE	
Registration Number:	2558586	SKY & TELESCOPE	
Registration Number:	2561652	SKY & TELESCOPE	
Registration Number:	1967170	SKY & TELESCOPE	
Registration Number:	1804467	SKY & TELESCOPE	
Registration Number:	1804470	SKY & TELESCOPE	
Registration Number:	1850438	SKY & TELESCOPE	
Registration Number:	2118486	SKY WATCH	
Registration Number:	2684513	SKYANDTELESCOPE.COM	
Registration Number:	1947163	THE ESSENTIAL MAGAZINE OF ASTRONOMY	
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		
TRADEMARK			

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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: 07/03/2014

Total Attachments: 2

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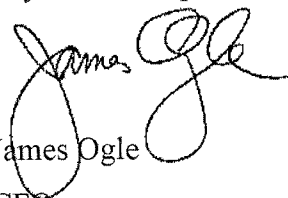
Trademark Assignment

WHEREAS, Sky & Telescope Media, 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: Sky & Telescope Media, LLC



Name: James Ogle

Title: CFO

Date: June 29, 2014

Exhibit A

Trademark	Reg. No.	Country
BEAUTIFUL UNIVERSE	2,943,440	United States
ESSCO	1,226,650	United States
NIGHT SKY	655988	Canada
NIGHT SKY	3640588	Community Trademark
NIGHT SKY	3,022,433	United States
SKY & TELESCOPE	2,044,912	Argentina
SKY & TELESCOPE	878,759	Australia
SKY & TELESCOPE	826,211,933	Brazil
SKY & TELESCOPE	619,707	Canada
SKY & TELESCOPE	618,756	Canada
SKY & TELESCOPE	703,956	Chile
SKY & TELESCOPE	714,406	Chile
SKY & TELESCOPE	3,779,442	China P.R.
SKY & TELESCOPE	3,804,353	China P.R.
SKY & TELESCOPE	300386000	Hong Kong
SKY & TELESCOPE	4,807,642	Japan
SKY & TELESCOPE	611,591	New Zealand
SKY & TELESCOPE	639,327	New Zealand
SKY & TELESCOPE	1,131,633	Taiwan
SKY & TELESCOPE	1,132,789	Taiwan
SKY & TELESCOPE	1,803,246	United States
SKY & TELESCOPE	2,558,586	United States
SKY & TELESCOPE	P257747	Venezuela
SKY & TELESCOPE	S026679	Venezuela
SKY & TELESCOPE & Design	2,561,652	United States
SKY & TELESCOPE & Design	1,967,170	United States
SKY & TELESCOPE & Design	1,804,467	United States
SKY & TELESCOPE & Design	1,804,470	United States
SKY & TELESCOPE & Design	1,850,438	United States
SKY WATCH	2,118,486	United States
SKYANDTELESCOPE.COM	2,684,513	United States
THE ESSENTIAL MAGAZINE OF ASTRONOMY	1,947,163	United States

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