

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM309649

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
F+W Trade Show & Events, 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:	3058377	CKU CREATING KEEPSAKES UNIVERSITY	
Registration Number:	4380467	CLUB CK	
Registration Number:	2778816	CREATING KEEPSAKES	
Serial Number:	86230882	CREATING KEEPSAKES	
Registration Number:	3519851	CREATING KEEPSAKES	
Registration Number:	3110803	CREATING KEEPSAKES UNIVERSITY	
Registration Number:	3091000	PAPER CRAFTS MAGAZINE	
Registration Number:	2146731	QUICK QUILTS	
Registration Number:	3748354	QUILTER'S HOME	
Registration Number:	4303582	SEW IT ALL	
Registration Number:	1571806	SEW NEWS	
Registration Number:	2522439	STAMP IT!	
Registration Number:	3560492	VINTAGE QUILTS	
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, F+W Trade Show & Events, 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 and U.S. Trademark Application 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 and applications 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: F+W Trade Show & Events, LLC

Name: James Ogle

Title: CFO

Date: June 29, 2014

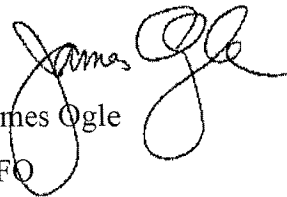
A handwritten signature in black ink, appearing to read "James Ogle". The signature is written in a cursive style with a large, stylized initial "J" and "O".

Exhibit A

Trademark	Reg. or App. No.	Country
CKU CREATING KEEPSAKES UNIVERSITY & Design	3,058,377	United States
CLUB CK & Design	4,380,467	United States
CREATING KEEPSAKES	933445	Australia
CREATING KEEPSAKES	5122986	Japan
CREATING KEEPSAKES	2005/19901	South Africa
CREATING KEEPSAKES	2005/19902	South Africa
CREATING KEEPSAKES	2005/19903	South Africa
CREATING KEEPSAKES	2005/19904	South Africa
CREATING KEEPSAKES	2005/19905	South Africa
CREATING KEEPSAKES	2005/19906	South Africa
CREATING KEEPSAKES	2,778,816	United States
CREATING KEEPSAKES	86/230,882	United States
CREATING KEEPSAKES & Design	3,519,851	United States
CREATING KEEPSAKES UNIVERSITY	4,911,819	Japan
CREATING KEEPSAKES UNIVERSITY	2005/19907	South Africa
CREATING KEEPSAKES UNIVERSITY	3,110,803	United States
KEEPSAKES WITH KATAKANA & Design	4918214-2	Japan
PAPER CRAFTS MAGAZINE & Design	3,091,000	United States
QUICK QUILTS	2,146,731	United States
QUILTER'S HOME	3,748,354	United States
SEW IT ALL	4,303,582	United States
SEW NEWS	1,571,806	United States
SIMPLE SCRAPBOOKS	4919368	Japan
STAMP IT!	2,522,439	United States
VINTAGE QUILTS	3,560,492	United States

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