

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM320207

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
FWLS, LLC		10/15/2014	LIMITED LIABILITY COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	F+W Media, Inc.		
<b>Street Address:</b>	10151 Carver Road		
<b>City:</b>	Blue Ash		
<b>State/Country:</b>	OHIO		
<b>Postal Code:</b>	45242		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 7</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3945582	LOVE SEWING	
<b>Registration Number:</b>	4526412	LOVE SEWING	
<b>Registration Number:</b>	4424010	LOVE SEWING	
<b>Registration Number:</b>	3837342	LOVE SEWING	
<b>Registration Number:</b>	3906603	THE SEWING STUDIO	
<b>Registration Number:</b>	3933480	THE SEWING STUDIO	
<b>Registration Number:</b>	3906602	THE SEWING STUDIO	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>			
<b>Phone:</b>	513-241-2324		
<b>Email:</b>	lkrafte@whe-law.com		
<b>Correspondent Name:</b>	Lori Krafte		
<b>Address Line 1:</b>	Wood Herron & Evans LLP		
<b>Address Line 2:</b>	2700 Carew Tower, 441 Vine Street		
<b>Address Line 4:</b>	Cincinnati, OHIO 45202-2917		
<b>NAME OF SUBMITTER:</b>	Lori Krafte		
<b>SIGNATURE:</b>	/Lori Krafte/		

OP \$190.00 3945582

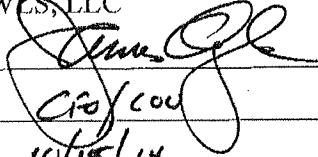
<b>DATE SIGNED:</b>	10/16/2014
<b>Total Attachments: 2</b> source=ASSIGNMENT#page1.tif source=ASSIGNMENT#page2.tif	

### Trademark Assignment

WHEREAS, FWLS, 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 Trademark Registrations and Applications 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: FWLS, LLC  
Name:   
Title: CEO/COO  
Date: 10/15/14

**Exhibit A**

<b>Trademark</b>	<b>Reg. No. or App. Ser. No.</b>	<b>Country</b>
LOVE SEWING (Design)	842495	Canada
LOVE SEWING (Stylized)	3,945,582	U.S.
LOVE SEWING (Stylized)	4,526,412	U.S.
LOVE SEWING (Stylized)	4,424,010	U.S.
LOVE SEWING (Stylized)	3,837,342	U.S.
THE SEWING STUDIO (Design)	795737	Canada
THE SEWING STUDIO & Design	3,906,603	U.S.
THE SEWING STUDIO & Design	3,933,480	U.S.
THE SEWING STUDIO & Design	3,906,602	U.S.

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