

09-16-2002



102221571

To the Honorable Commissioner of Patents and Trademarks: Please return the enclosed original documents or copy thereof.

1. Name of conveying party(ies):

F&W Publications, inc.  
4700 East Galbraith Road  
Cincinnati, OH 45236

9-10-02

- Individual(s)
- Association
- General Partnership
- Limited Partnership
- Corporation-State OHIO
- Other

Additional name(s) of conveying party(ies) attached?  Yes  No

2. Name and address of receiving party(ies)

Name: Primedia Enthusiast Publishing, Inc.

Internal

Address:

Street Address: 745 Fifth Avenue

City: New York State: NY Zip: 10151

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State Delaware
- Other

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
(Designations must be a separate document from assignment)  
Additional name(s) & address(es) attached?  Yes  No

3. Nature of conveyance:

- Assignment
- Merger
- Security Agreement
- Change of Name
- Other

Execution Date: 08262002

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2145981

Additional number(s) attached  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: John E. Ottaviani, Esq.

Internal Address:

Edwards & Angell, LLP

Street Address:

2800 Financial Plaza

City: Providence State: RI Zip: 02903

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 3.41).....\$ 40

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

500402

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

John E. Ottaviani

Name of Person Signing

Signature

September 4, 2002

Date

Total number of pages including cover sheet, attachments, and document:

6

Mail documents to be recorded with required cover sheet information to:  
Commissioner of Patent & Trademarks, Box Assignments  
Washington, D.C. 20231

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TRADEMARK  
REEL: 002582 FRAME: 0085

EXECUTION COPY

**TRADEMARK ASSIGNMENT**

**TRADEMARK ASSIGNMENT**, made as of August 26, 2002, between F&W Publications, Inc., an Ohio corporation, having an address at 4700 East Galbraith Road, Cincinnati, Ohio ("Assignor"), and PRIMEDIA Enthusiast Publishing Inc., a Delaware corporation, having its place of business at 745 Fifth Avenue, New York, NY 10151 ("Assignee").

**WHEREAS**, About, Inc. and Assignor, on the one hand, and Assignee, on the other hand, have entered into an Asset Purchase Agreement, on the date hereof (the "Purchase Agreement"), pursuant to which Assignor has agreed to sell and Assignee has agreed to purchase certain of the assets of Assignor, and Assignee has agreed to assume certain of the liabilities of Assignor, in each case relating to the Business (as defined in the Purchase Agreement);

**WHEREAS**, Assignor is the owner of certain registered trademarks relating to the Business (as defined in the Purchase Agreement), including, but not limited to those listed and described on Exhibit A attached hereto (along with the goodwill associated with each of the foregoing collectively, the "Marks");

**WHEREAS**, Assignee desires to acquire Assignor's entire right, title and interest in and to the Marks; and

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign and transfer unto Assignee, its legal successors and permitted assigns all right, title and interest, whether statutory, registered or at common law, in and to the Marks, together with the goodwill symbolized by them, throughout the world, and any renewals or extensions thereof, and all causes of action for any and all previously occurring infringements of the rights being assigned and the right to receive and retain the proceeds relating to those infringements.

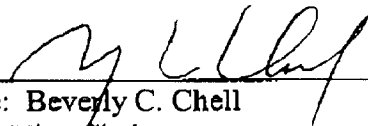
In the event of any conflict or inconsistency between the terms, provisions and conditions of this Trademark Assignment and the Purchase Agreement, the terms, provisions and conditions of the Purchase Agreement shall govern.

This instrument shall be governed by the laws of the state of New York (without regard to conflicts of laws principles).

Assignor agrees to execute any further papers and to do such other acts as may be necessary and proper to vest all right, title and interest in and to the Marks in Assignee.

**IN WITNESS WHEREOF**, Assignor has caused these presents to be duly executed in a manner appropriate thereto this 26th day of August, 2002.

**PRIMEDIA ENTHUSIAST PUBLICATIONS,  
INC.**

By:   
Name: Beverly C. Chell  
Title: Vice Chairman

**F&W PUBLICATIONS INC.**


By: \_\_\_\_\_  
Name:  
Title:

IN WITNESS WHEREOF, Assignor has caused these presents to be duly executed in a manner appropriate thereto this 26<sup>th</sup> day of August, 2002.

**PRIMEDIA ENTHUSLAST PUBLICATIONS,  
INC.**

By: \_\_\_\_\_  
Name:  
Title:

**F&W PUBLICATIONS INC.**

By:   
Name: STEPHEN J. KENT  
Title: PRESIDENT

