

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Y-Visionary Publishing, L.P. (General Partner is Y-Visionary, Inc.)	FORMERLY Y-Visionary, L.P.	09/01/2005	LIMITED PARTNERSHIP: CALIFORNIA

RECEIVING PARTY DATA

Name:	YV Media LLC
Street Address:	c/o Apprise Media
Internal Address:	450 Park Avenue, 27th Floor
City:	New York
State/Country:	NEW YORK
Postal Code:	10022
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 15

Property Type	Number	Word Mark
Registration Number:	1675834	AMERICAN SURVIVAL GUIDE
Registration Number:	2178656	BOW & ARROW HUNTING
Registration Number:	2138044	DRAG RACER
Registration Number:	2922622	DRIFTING
Registration Number:	2176969	GUN WORLD
Registration Number:	2434390	IMPORT RACER
Registration Number:	2974867	IMPORT RACER
Registration Number:	1657870	KNIVES ILLUSTRATED
Registration Number:	1704878	PRIVATE PILOT
Registration Number:	2431005	PRIVATEPILOT PRESENTS CUSTOMPLANES
Registration Number:	2005194	ROMANTIC HOMES
Registration Number:	1976514	VICTORIAN HOMES

CH \$390.00 1675834

Registration Number:	2233259	Y-VISIONARY
Registration Number:	2236403	Y-VISIONARY LP PUBLISHING
Serial Number:	78657428	STREET TRUCKS

CORRESPONDENCE DATA

Fax Number: (212)489-8340
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 212 489-8230
Email: mgrahamcoleman@dwt.com
Correspondent Name: M. Graham Coleman
Address Line 1: Davis Wright Tremaine LLP
Address Line 2: 1633 Broadway, 27th Floor
Address Line 4: New York, NEW YORK 10019

ATTORNEY DOCKET NUMBER:	69569/2 YV ASSIGNMENT
NAME OF SUBMITTER:	M. Graham Coleman
Signature:	/M. Graham Coleman/
Date:	12/13/2005

Total Attachments: 3
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ASSIGNMENT OF TRADEMARKS

ASSIGNMENT OF TRADEMARKS dated September 1st, 2005 from Y-VISIONARY, INC., a California corporation, and Y-VISIONARY PUBLISHING, L.P., a California limited partnership (collectively, jointly and severally, "Seller"), as Assignor, to YV MEDIA LLC, a Delaware limited liability company ("Purchaser"), as Assignee

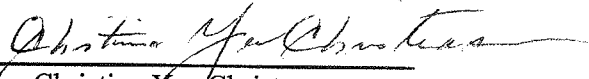
WHEREAS, Seller is the owner of the trademark(s) listed in the attached Schedule 1 hereto (hereinafter, the "Trademarks"); and

WHEREAS, Purchaser wishes to acquire the Trademarks in accordance with a certain Asset Purchase Agreement effective as of September 1, 2005, between Seller and Purchaser.

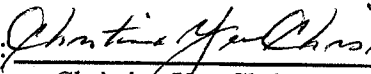
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks and the identified applications and/or registrations therefor, and with all claims arising out of or relating to the use or ownership of the Trademarks.

IN WITNESS WHEREOF, the undersigned has caused this Assignment of Trademarks to be executed effective as of the date first set forth above.

Y-VISIONARY, INC.

By: 
Name: Christina Yee Christensen
Title: Chief Executive Officer

Y-VISIONARY PUBLISHING, L.P.

By: 
Name: Christina Yee Christensen
Title: General Partner

[attach Schedule 1 and California acknowledgement]

CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

State of California

County of Los Angeles } ss.

On 1st Sept. 2005, before me, SHASHIKANT M. NAIK
Date Name and Title of Officer (e.g., "Jane Doe, Notary Public")

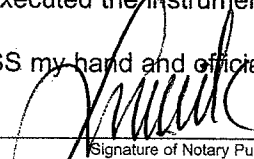
personally appeared Christina Yee Christensen
Name(s) of Signer(s)

- personally known to me
- proved to me on the basis of satisfactory evidence

to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.



Place Notary Seal Above

WITNESS my hand and official seal.

 Signature of Notary Public

OPTIONAL

Though the information below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent removal and reattachment of this form to another document.

Description of Attached Document

Title or Type of Document: _____

Document Date: _____ Number of Pages: _____

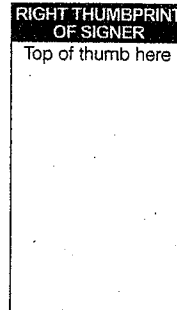
Signer(s) Other Than Named Above: _____

Capacity(ies) Claimed by Signer

Signer's Name: _____

- Individual
- Corporate Officer — Title(s): _____
- Partner — Limited General
- Attorney in Fact
- Trustee
- Guardian or Conservator
- Other: _____

Signer is Representing: _____



Schedule I
Assignment of Trademarks
From: Y-Visionary Publishing, L.P.
To: YV Media LLC

Trademark	Reg. No. (App. No.)	Reg. Date (App. Date)	Class
AMERICAN SURVIVAL GUIDE	1675834	2/18/1992	16
BOW & ARROW HUNTING	2178656	8/4/1998	16
DRAG RACER	2138044	2/17/1998	16
DRIFTING	2922622	2/1/05	16
GUN WORLD	2176969	7/28/1998	16
IMPORT RACER	2434390	3/6/01	16
IMPORT RACER	2974867	7/19/05	28
KNIVES ILLUSTRATED	1657870	9/17/1991	16
PRIVATE PILOT	1704878	8/4/1992	16
PRIVATE PILOT PRESENTS CUSTOMPLANES	2431005	2/27/01	16
ROMANTIC HOMES	2005194	10/1/1996	16
STREET TRUCKS	(78/657428)	(6/23/05)	16
VICTORIAN HOMES	1976514	5/28/1996	16
Y-VISIONARY	2233259	3/23/1999	16
Y-VISIONARY LP PUBLISHING & Design	2236403	4/6/1999	16