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
YV Media LLC		09/20/2005	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	Werner Publishing Corporation
Street Address:	12121 Wilshire Boulevard
Internal Address:	Suite 1200
City:	Los Angeles
State/Country:	CALIFORNIA
Postal Code:	90025
Entity Type:	CORPORATION: CALIFORNIA

PROPERTY NUMBERS Total: 2

Property Type	Number	Word Mark
Registration Number:	1704878	PRIVATE PILOT
Registration Number:	2431005	PRIVATEPILOT PRESENTS CUSTOMPLANES

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: claudegoetz@dwt.com
Correspondent Name: Claude P. Goetz
Address Line 1:   1633 Broadway, 27th Floor
Address Line 2:   Davis Wright Tremaine LLP
Address Line 4:   New York, NEW YORK   10019

ATTORNEY DOCKET NUMBER:	69569/2 PRIVATEPILOT ASST
NAME OF SUBMITTER:	Claude P. Goetz

1704878

CH $65.00

Signature:	/Claude P. Goetz/
Date:	12/14/2005

Total Attachments: 2
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TRADEMARK ASSIGNMENT

WHEREAS, YV Media LLC ("Assignor"), a Delaware limited liability company, having a mailing address at c/o Apprise Media, LLC, 450 Park Avenue, 27th Floor, New York, New York 10022 is the owner of the trademarks described in Exhibit A (the "Marks") and is the owner of the trademark registrations and applications listed in Exhibit A; and

WHEREAS, Werner Publishing Corporation ("Assignee"), a California corporation, having a place of business at 12121 Wilshire Boulevard, Suite 1200, Los Angeles, California 90025 desires to acquire the Marks, their associated goodwill, and the corresponding registrations and applications;

NOW, THEREFORE, for and in consideration of good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns, and transfers to Assignee, absolutely and forever, its entire right, title, and interest, whether statutory or at common law, in and to the Marks, together with the goodwill of the business symbolized by the Marks, and all corresponding registrations and applications including the ones listed in Exhibit A, as well as 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.

Assignor agrees to execute any further documents and to do such other reasonable acts as may be necessary and proper to vest full title in and to the Marks and other corresponding rights in the Assignee.

IN WITNESS WHEREOF, this Assignment is effective this 20th day of September, 2005.

YV Media LLC

By: _Michael Behringer_

Name: Michael Behringer

Title: SVP Development

State of New York)
County of New York)

On 9/20/05 before me, Claude P. Goetz, personally appeared Michael Behringer personally known to me (or 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.

WITNESS my hand and official seal.

Signature _Claude Goetz_   (Seal)

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EXHIBIT A

COUNTRY	MARK	SERIAL NO.	REGISTRATION NO.
USA	PRIVATE PILOT	74109534	1704878
USA	PRIVATEPILOT PRESENTS CUSTOMPLANES	75782746	2431005