

Form PTO-1594 (Rev. 07/05)  
OMB Collection 0651-0027 (exp. 6/30/2008)

U.S. DEPARTMENT OF COMMERCE  
United States Patent and Trademark Office

### RECORDATION FORM COVER SHEET TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

**1. Name of conveying party(ies):**

Advance Magazine Services Inc.

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

Citizenship (see guidelines)

Additional names of conveying parties attached?  Yes  No

**3. Nature of conveyance )/Execution Date(s) :**

Execution Date(s) December 6, 2007

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

**2. Name and address of receiving party(ies)**

Additional names, addresses, or citizenship attached?

- Yes
- No

Name: Advance Magazine Publishers Inc.

Internal

Address:

Street Address: Four Times Square

City: NY

State: NY

Country: USA Zip: 10036

- Association Citizenship
- General Partnership Citizenship
- Limited Partnership Citizenship
- Corporation Citizenship New York
- Other Citizenship

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)

**4. Application number(s) or registration number(s) and identification or description of the Trademark.**

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

3322173

Additional sheet(s) attached?  Yes  No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

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

Name: ERIC E. GISOLFI

Internal Address: Sabin Bernant & Gould LLP

Street Address: Four Times Square

City: New York

State: NY Zip: 10036

Phone Number: 212 381 7070

Fax Number: 212 381 7227

Email Address: EGISOLFI@SBANDG.COM

**6. Total number of applications and registrations involved:**

34

**7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 865**

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed

**8. Payment Information:**

a. Credit Card Last 4 Numbers \_\_\_\_\_  
Expiration Date \_\_\_\_\_

b. Deposit Account Number 19-0004

Authorized User Name ERIC E. GISOLFI

**9. Signature:**

  
Signature

January 4, 2007  
Date

ERIC E. GISOLFI

Name of Person Signing

Total number of pages including cover sheet, attachments, and document: 11

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:  
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

CH \$865.00 190004 76666090

Friday, January 04, 2008		Trademark List		Page: 1	
Trademark	Case Number/Subcase Country Name	Status Class(es)	Application Number/Date	Registration Number/Date	
BRIDES ATLANTA	T012514/ United States of America	Published	76/666090 15-Sep-2006		
BRIDES BOSTON	T012464/ United States of America	Published	76/666111 15-Sep-2006		
BRIDES CHICAGO	T012463/ United States of America	Pending	76/666093 15-Sep-2006		
BRIDES COLORADO	T012513/ United States of America	Pending	76/666109 15-Sep-2006		
BRIDES CONNECTICUT	T012460/ United States of America	Pending	76/666110 15-Sep-2006		
BRIDES FLORIDA	T012461/ United States of America	Pending	76/666092 15-Sep-2006		
BRIDES HOUSTON	T012450/ United States of America	Registered	76/666118 15-Sep-2006	3322173 30-Oct-2007	
BRIDES MARYLAND	T012453/ United States of America	Published	76/666095 15-Sep-2006		
BRIDES MICHIGAN	T012455/ United States of America	Registered	76/666117 15-Sep-2006	3333241 13-Nov-2007	
BRIDES NEW JERSEY	T012456/ United States of America	Registered	76/666115 15-Sep-2006	3350683 11-Dec-2007	
BRIDES NEW YORK	T012457/ United States of America	Pending	76/666091 15-Sep-2006		
BRIDES NORTHERN CALIFORNIA	T012451/ United States of America	Pending	76/666133 15-Sep-2006		
BRIDES PHILADELPHIA	T012452/ United States of America	Registered	76/666116 15-Sep-2006	3322172 30-Oct-2007	
BRIDES SOUTH JERSEY	T012458/ United States of America	Registered	76/666113 15-Sep-2006	3333240 13-Nov-2007	
BRIDES SOUTHERN CALIFORNIA	T012459/ United States of America	Registered	76/666112 25-Sep-2006	3333239 13-Nov-2007	
BRIDES WASHINGTON	T012454/ United States of America	Published	76/666094 15-Sep-2006		
GOLF DIGEST SCHOOLS AND DESIGN	T009543/ United States of America	Registered	76/291906 31-Jul-2001	2624443 24-Sep-2002	
MODERN BRIDE ATLANTA	T010037/ United States of America	Registered	76/461721 21-Oct-2002	2750070 12-Aug-2003	

TRADEMARK

REEL: 003691 FRAME: 0574

Friday, January 04, 2008	Trademark List			Page: 2
Trademark	Case Number/Subcase Country Name	Status Class(es)	Application Number/Date	Registration Number/Date
<b>MODERN BRIDE BOSTON</b>	T010036/ United States of America	Registered	76/461724 21-Oct-2002	2752660 19-Aug-2003
<b>MODERN BRIDE CHICAGO</b>	T010035/ United States of America	Registered	76/461723 21-Oct-2002	2750071 12-Aug-2003
<b>MODERN BRIDE COLORADO</b>	T010034/ United States of America	Registered	76/461839 21-Oct-2002	2750073 12-Aug-2003
<b>MODERN BRIDE CONNECTICUT</b>	T010033/ United States of America	Registered	76/461840 21-Oct-2002	2750074 12-Aug-2003
<b>MODERN BRIDE DALLAS/FT. WORTH</b>	T010032/ United States of America	Registered	76/461722 21-Oct-2002	2750069 12-Apr-2003
<b>MODERN BRIDE FLORIDA</b>	T010030/ United States of America	Registered	76/461841 21-Oct-2002	2750075 12-Aug-2003
<b>MODERN BRIDE HOUSTON</b>	T010031/ United States of America	Registered	76/461842 21-Oct-2002	2750076 12-Aug-2003
<b>MODERN BRIDE MARYLAND</b>	T010029/ United States of America	Registered	76/461843 21-Oct-2002	2752663 19-Aug-2003
<b>MODERN BRIDE MICHIGAN</b>	T010028/ United States of America	Registered	76/461844 21-Oct-2002	2750077 12-Aug-2003
<b>MODERN BRIDE NEW JERSEY</b>	T010027/ United States of America	Registered	76/461845 21-Oct-2002	2752664 19-Aug-2003
<b>MODERN BRIDE NEW YORK</b>	T010026/ United States of America	Registered	76/461846 21-Oct-2002	2750078 12-Aug-2003
<b>MODERN BRIDE NORTHERN CALIFORNIA</b>	T010025/ United States of America	Registered	76/461847 21-Oct-2002	2750079 12-Aug-2003
<b>MODERN BRIDE PHILADELPHIA</b>	T010024/ United States of America	Registered	76/461848 21-Oct-2002	2750080 12-Aug-2003
<b>MODERN BRIDE SOUTH JERSEY</b>	T010023/ United States of America	Registered	76/461849 21-Oct-2002	2750081 12-Aug-2003
<b>MODERN BRIDE SOUTHERN CALIFORNIA</b>	T010021/ United States of America	Registered	76/461951 21-Oct-2002	2750084 12-Aug-2003
<b>MODERN BRIDE WASHINGTON</b>	T010022/ United States of America	Registered	76/461950 21-Oct-2002	2752667 19-Aug-2003

***STATE OF NEW YORK***  
***DEPARTMENT OF STATE***

I hereby certify that the annexed copy has been compared with the original document in the custody of the Secretary of State and that the same is a true copy of said original.



WITNESS my hand and official seal of the  
Department of State, at the City of Albany, on  
December 11, 2007.

*Paul LaPointe*

Paul LaPointe  
Special Deputy Secretary of State

071211000216

**CT-07**

CERTIFICATE  
 OF  
 MERGER  
 OF  
 ADVANCE MAGAZINE SERVICES INC.  
 AND  
 CONDENET INC.  
 INTO  
 ADVANCE MAGAZINE PUBLISHERS INC.

UNDER SECTION 905 OF THE BUSINESS CORPORATION LAW OF  
 NEW YORK

\*\*\*\*\*

1. Advance Magazine Publishers Inc., a corporation of the State of New York, owns all of the outstanding shares of the common stock of Advance Magazine Services Inc. and CondeNet Inc., corporations of the State of Delaware.
2. As to each subsidiary corporation, the designation and number of outstanding shares of the common stock and the number of such shares owned by the surviving corporation are as follows:

<u>Name of Subsidiary</u>	<u>Designation and Number of Outstanding Shares</u>	<u>Number of Shares Owned by Survivor</u>
Advance Magazine Services Inc.	10	10
CondeNet Inc.	11	11

3. The certificate of incorporation of Advance Magazine Publishers Inc. was filed with the Department of State on the 19<sup>th</sup> day of September, 1988. Advance Magazine Services Inc. was incorporated under the laws of the State of Delaware on the 29<sup>th</sup> day of March, 2001, and its application for authority to do business in the State of New York was filed in the Department of State on the 13<sup>th</sup> day of September, 2002. CondeNet Inc. was incorporated under the laws of the State of Delaware on the 6<sup>th</sup> day of April, 1995, and its application for authority to do business in the State of New York was filed in the Department of State on the 29<sup>th</sup> day of August, 1995. The merger is permitted by the laws of the state of incorporation of each foreign subsidiary and is in compliance therewith.

4. The plan of merger was adopted by the Board of Director of the surviving corporation.

5. The merger shall be effective on the 1<sup>st</sup> day of January, 2008.

ADVANCE MAGAZINE PUBLISHERS INC.

By: \_\_\_\_\_



S.I. Newhouse, Jr.  
President

CT-07

071211000246  
CT-07

CERTIFICATE OF MERGER

OF

ADVANCE MAGAZINE SERVICES INC.

AND

CONDENET INC.

INTO

ADVANCE MAGAZINE PUBLISHERS INC.

(UNDER SECTION 905 OF THE BUSINESS CORPORATION LAW)

FILED

2007 DEC 11 AM 9:58

Filed by:

SABIN, BERMANT & GOULD LLP  
 FOUR TIMES SQUARE, 23RD FLOOR  
 NEW YORK, NY 10036

Cust Ref 7097011 CAS

*S.C.C.*  
 STATE OF NEW YORK  
 DEPARTMENT OF STATE  
 FILED DEC 11 2007  
 TAX \$ \_\_\_\_\_  
 BY:                       
 NY

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 2007 DEC 10 PM 4:09

TRADEMARK 071211000242

# Delaware

PAGE 1

*The First State*

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF MERGER, WHICH MERGES:

"ADVANCE MAGAZINE SERVICES INC.", A DELAWARE CORPORATION,  
"CONDENET INC.", A DELAWARE CORPORATION,

WITH AND INTO "ADVANCE MAGAZINE PUBLISHERS INC." UNDER THE NAME OF "ADVANCE MAGAZINE PUBLISHERS INC.", A CORPORATION ORGANIZED AND EXISTING UNDER THE LAWS OF THE STATE OF NEW YORK, AS RECEIVED AND FILED IN THIS OFFICE THE SIXTH DAY OF DECEMBER, A.D. 2007, AT 9:22 O'CLOCK P.M.

AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF MERGER IS THE FIRST DAY OF JANUARY, A.D. 2008.

A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE NEW CASTLE COUNTY RECORDER OF DEEDS.



4469491 8100M

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You may verify this certificate online  
at [corp.delaware.gov/authver.shtml](http://corp.delaware.gov/authver.shtml)

*Harriet Smith Windsor*

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 6218127

DATE: 12-07-07

TRADEMARK

REEL: 003691 FRAME: 0580



State of Delaware  
Secretary of State  
Division of Corporations  
Delivered 10:53 PM 12/06/2007  
FILED 09:22 PM 12/06/2007  
SRV 071294784 - 3374849 FILE

**CERTIFICATE OF OWNERSHIP**

**MERGING**

**ADVANCE MAGAZINE SERVICES INC.**

**AND**

**CONDÉNET INC.**

**INTO**

**ADVANCE MAGAZINE PUBLISHERS INC.**

(Subsidiary into parent pursuant to Section 253 of the General Corporation Law of Delaware)

\*\*\*\*\*

Advance Magazine Publishers Inc., a corporation incorporated on the 19th day of September, 1988, pursuant to the provisions of the Business Corporation Law of the State of New York, the provisions of which permit the merger of a subsidiary corporation of another state into a parent corporation organized and existing under the laws of said state,

**DOES HEREBY CERTIFY:**

**FIRST:** That this corporation owns all of the capital stock of Advance Magazine Services Inc., a corporation incorporated on the 29<sup>th</sup> day of March, 2001 A.D., and CondéNet Inc., corporation incorporated on the 6<sup>th</sup> day of April, 1995 A.D., in each case pursuant to the provisions of the General Corporation Law of the State of Delaware and that this corporation, by a resolution of its Board of Directors duly adopted at a meeting held on the 5<sup>th</sup> day of November, 2007 A.D., determined to and did merge into itself said Advance Magazine Services Inc. and CondéNet Inc., which resolution is in the following words, to wit:

**WHEREAS** the Corporation lawfully owns all of the outstanding stock of Advance Magazine Services Inc. and CondéNet Inc., corporations organized and existing under the laws of Delaware, and

**WHEREAS** this corporation desires to merge into itself the said Advance Magazine Services Inc. and CondéNet Inc., and to be possessed of all the estate, property, rights, privileges and franchises of said corporation,

**NOW, THEREFORE, BE IT RESOLVED,** that this corporation merge into itself said Advance Magazine Services Inc. and CondéNet Inc. and assumes all of their obligations, and

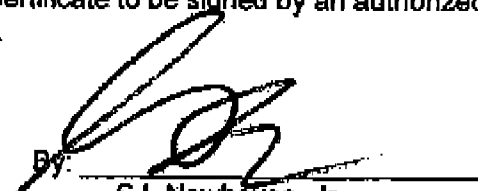
**FURTHER RESOLVED**, that an authorized officer of this corporation be and he is hereby directed to make and execute a certificate of ownership setting forth a copy of the resolution to merge said Advance Magazine Services Inc. and CondéNet Inc. into the Corporation and assume its liabilities and obligations, and the date of adoption thereof, and to file the same in the office of the Secretary of State of Delaware, and a certified copy thereof in the office of the Recorder of Deeds of New Castle County; and

**FURTHER RESOLVED**, that the officers of the Corporation be and they hereby are authorized and directed to do all acts and things whatsoever, whether within or without the State of Delaware; which may be in any way necessary or proper to effect said merger; and

**FURTHER RESOLVED**, that the merger shall become effective on January 1, 2008.

**SECOND:** That this corporation surviving the merger agrees that it may be served with process in the State of Delaware in any proceeding for enforcement of any obligation of Advance Magazine Services Inc. or CondéNet Inc. as well as for enforcement of any obligation of the surviving corporation arising from this merger, including any suit or other proceeding to enforce the rights of any stockholders as determined in appraisal proceedings pursuant to the provisions of Section 262 of the Delaware General Corporation Law, and irrevocably appoints the Secretary of State of Delaware as its agent to accept service of process in any such suit or other proceeding. The address to which a copy of such process shall be mailed by the Secretary of State of Delaware is c/o Sabin, Bernant & Gould LLP Four Times Square, 23<sup>rd</sup> Floor, New York, NY 10036.

**IN WITNESS WHEREOF**, said parent corporation has caused its corporate seal to be affixed and this Certificate to be signed by an authorized officer this 5<sup>th</sup> day of November, 2007.

By:   
S.I. Newhouse, Jr.  
President