

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS 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>
Mr. Howard B. Samuels		05/16/2007	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Lakeside Publishing Company, LLC		
<b>Street Address:</b>	990 Grove St.		
<b>Internal Address:</b>	Ste. 400		
<b>City:</b>	Evanston		
<b>State/Country:</b>	ILLINOIS		
<b>Postal Code:</b>	60201		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: ILLINOIS		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	1759787	BASEBALL DIGEST	
Registration Number:	2768979	CRUISE TRAVEL	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(312)641-6959		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	3123777865		
<b>Email:</b>	dschoenherr@stahlcowen.com		
<b>Correspondent Name:</b>	David Schoenherr		
<b>Address Line 1:</b>	55 W. Monroe Street		
<b>Address Line 2:</b>	Ste. 1200		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60603		
<b>ATTORNEY DOCKET NUMBER:</b>	031808.0001		
<b>NAME OF SUBMITTER:</b>	David M. Schoenherr		

OP \$65.00 1759787

Signature:

/David M. Schoenherr/

Date:

08/20/2008

**Total Attachments: 4**

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## TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (“Assignment”) is made and entered into as of this 16 day of May, 2007 (“Effective Date”), by and between Howard B. Samuels, not individually but solely as assignee for the benefit of creditors of Century Publishing Company, an Illinois corporation and World Publishing Company, an Illinois corporation (the “Assignor”) and Lakeside Publishing Company, LLC, an Illinois limited liability company (the Assignee”).

WHEREAS, Assignor and Assignee are parties to a certain Agreement for the Purchase and Sale of Assets, dated as of May 16, 2007 (the “Agreement”), pursuant to which Assignor has agreed to sell, and Assignee has agreed to purchase, the assets, properties and rights pertaining to the Purchased Assets, as defined in the Agreement;

WHEREAS, Assignor is the owner of the United States right, title and interest in, to and under the trademarks and the United States trademark registrations and applications for registration identified and set forth on Schedule I, including variations thereof, (collectively, the “Marks”), and the goodwill of the business associated therewith.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto agree to the following:


1. Assignor does hereby sell, assign, transfer and set over to Assignee its entire right, title and interest in and to the Marks together with all goodwill associated therewith, and all registrations and applications therefor, in the United States and all foreign countries, including any renewals and extensions of the registrations that are or may be secured under the laws of the United States and all foreign countries, now or hereafter in effect, for Assignee’s own use and enjoyment, and for the use and enjoyment of Assignee’s successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment and sale had not been made, together with all income, royalties, damages and payments due or payable as of the Effective Date or thereafter, including, without limitation, all claims for damages and payments by reason of past, present or future infringement or other unauthorized use of the Marks, with the right to sue for, and collect the same for Assignee’s own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives.

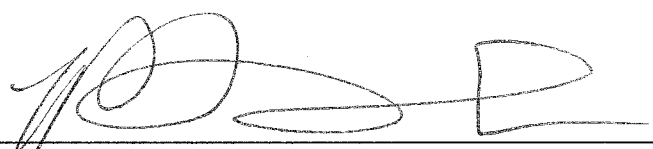
2. Assignor requests the Commissioner of Patents and Trademarks to record Assignee as the assignee and owner thereof.

3. Assignor shall provide to Assignee, its successors, assigns or other legal representatives, cooperation and assistance at Assignee’s request and expense (including the execution and delivery of any and all affidavits, declarations, oaths, samples, exhibits, specimens and other documentation as may be reasonably required): (1) in the preparation and prosecution of any application for registration or any application for renewal of a registration covering any of the Marks; (2) in the prosecution or defense of any interference, opposition, infringement or other proceedings that may arise in connection with any of the Marks, including, but not limited

to, testifying as to any facts relating to the Marks assigned herein and this Assignment; (3) in obtaining any additional trademark protection for the Marks that Assignee reasonably may deem appropriate that may be secured under the laws now or hereafter in effect in the United States or for all foreign countries; and (4) in the implementation or perfection of this Assignment.

IN TESTIMONY WHEREOF, the Assignor and Assignee have caused this Assignment to be signed and executed by the undersigned officers thereunder duly authorized this 16 day of May 2007.

LAKESIDE PUBLISHING COMPANY  
By:   
Name: Norman S. Jacobs  
Title: President

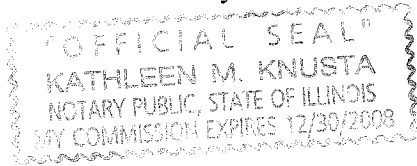
  
Howard B. Samuels, not individually but solely as assignee for the benefit of creditors of Century Publishing Company and World Publishing Company

STATE OF ILLINOIS

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COUNTY OF COOK

On this 16 day of May, 2007, there appeared before me Norman J. Jacobs, personally known to me, who acknowledged that he signed the foregoing Assignment as his voluntary act and deed on behalf and with full authority of Lakeside Publishing Company.



*Kathleen M. Knusta*  
Notary Public

STATE OF ILLINOIS

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COUNTY OF COOK

On this 16 day of May 2007, there appeared before me Howard B. Samuels, personally known to me, who acknowledged that he signed the foregoing Assignment as his voluntary act and deed on behalf and with full authority of World Publishing Company and Century Publishing Company.



*Kathleen M. Knusta*  
Notary Public

SCHEDULE I

Trademarks

<u>Trademark</u>	<u>Registration No.</u>	<u>Date</u>
Baseball Digest	1759787	March 23, 1993
Cruise Travel	2768979	September 30, 2003