

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
Reed Elsevier, Inc.		03/17/2010	CORPORATION: MASSACHUSETTS
RECEIVING PARTY DATA			
Name:	Furniture Today Media Group, LLC		
Street Address:	3731 NW 8th Avenue		
City:	Boca Raton		
State/Country:	FLORIDA		
Postal Code:	33431		
Entity Type:	LIMITED LIABILITY COMPANY: FLORIDA		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	1483414	CASUAL LIVING	
Registration Number:	2270144	CASUAL LIVING	
Registration Number:	3138402	OUTDOOR STYLE	
Registration Number:	2950605	GARDEN DECOR	
Registration Number:	1947005	GLOBAL TEXTILES TODAY	
Registration Number:	2169778	HOME ACCENTS TODAY	
CORRESPONDENCE DATA			
Fax Number:	(561)847-7801		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	5618477800		
Email:	cathy.nicholson@novakdruce.com		
Correspondent Name:	Novak Druce + Quigg LLP		
Address Line 1:	525 Okeechobee Blvd.		
Address Line 2:	Fifteenth Floor		
Address Line 4:	West Palm Beach, FLORIDA 33401		

OP \$165.00 1483414

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TRADEMARK
REEL: 004212 FRAME: 0405

ATTORNEY DOCKET NUMBER:	7592
NAME OF SUBMITTER:	Cathy Nicholson
Signature:	/Cathy Nicholson/
Date:	05/25/2010
Total Attachments: 3 source=REItoFurnitureTodayMedia#page1.tif source=REItoFurnitureTodayMedia#page2.tif source=REItoFurnitureTodayMedia#page3.tif	

REI TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "**Assignment**") is executed and delivered as of March 17, 2010, by Reed Elsevier Inc., a Massachusetts corporation ("**Assignor**") in favor of Furniture Today Media Group, LLC, a Florida limited liability company ("**Assignee**"). Capitalized terms not otherwise defined herein shall have the meanings ascribed to them in the Purchase Agreement (as hereinafter defined).

WHEREAS, pursuant to that certain Asset Purchase Agreement, dated as of March 17, 2010 (the "**Purchase Agreement**"), by and between Reed Elsevier Properties Inc., a Delaware corporation, Assignor, Interior Design Media Group, LLC, a Florida limited liability company and Assignee, Assignor has agreed to assign to Assignee its interest in, and to execute this Assignment to enable Assignee to record the assignment of (i) the trademarks and trademark applications, and (ii) all divisions, reissues, reexaminations, substitutions, continuations, continuations-in-part, foreign counterparts, and extensions of the trademarks and trademark applications, in each case listed on Schedule 1 hereto (the "**Assigned Marks**").

NOW, THEREFORE, for good and valuable consideration provided in the Purchase Agreement, and other good and valuable consideration, the receipt and adequacy of which are acknowledged, the parties hereby agree as follows:

1. Assignor hereby conveys, transfers, and assigns to Assignee any and all right, title, and interest of Assignor in and to the Assigned Marks and all related common-law rights and all goodwill associated therewith and the right to sue and recover (for the sole use and benefit of Assignee and its successors, assigns, or other legal representatives) damages for past, present and future infringement, misappropriation, dilution or other violation thereof or damage thereto.
2. Assignee is to hold all right, title, and interest in and to the Assigned Marks as it would have been held and enjoyed by Assignor had the assignment in Section 1 not been made.
3. Assignor authorizes and requests the Commissioner of Patents and Trademarks of the United States to record Assignee as the assignee and owner of the Assigned Marks and to issue any trademarks which may be granted on any applications included in the Assigned Marks to Assignee as assignee of the entire right, title and interest therein and thereto.
4. This Assignment is valid as between the parties as of the date hereof. Assignor agrees, without additional consideration, to execute any powers of attorney, applications, assignments, declarations, affidavits, and other papers necessary to transfer, vest, record and perfect good, valid and marketable title in the Assigned Marks to the Assignee.
5. To the extent there is a conflict between the terms and provisions of this Assignment and the Purchase Agreement, the terms and provisions of the Purchase Agreement will govern.
6. This Agreement shall be governed by and construed in accordance with the laws of the State of New York regardless of the laws that might otherwise govern under applicable principles of conflicts of laws thereof.

[Signature Page Follows]

REED ELSEVIER INC.

By: 

Name: Julie Goldweitz

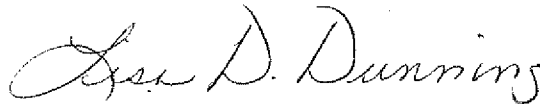
Title: VP & Deputy General Counsel

STATE OF Georgia
COUNTY OF Fulton

On this 17th day of March, 2010, before me the signatory above personally appeared and acknowledged to be the above-stated officer of Reed Elsevier Properties Inc., and that in such capacity, being authorized so to do, executed the foregoing instrument for the purposes therein contained.

Notary Public
[SEAL]





Schedule 1 to REI Trademark Assignment

REI Assigned Marks

Title	Mark (Profile Name)	Reg. Owner	Country Name	Class(es)	Application #	App. Date	Registration #	Reg. Date	TM status
Casual Living	CASUAL LIVING	Reed Elsevier Inc.	United States of America (USA)	16	73679222	8/18/1987	1483414	4/5/1988	Registered
Casual Living	CASUAL LIVING	Reed Elsevier Inc.	United States of America (USA)	42	75262334	3/21/1997	2270144	8/17/1999	Registered
Casual Living	OUTDOOR STYLE	Reed Elsevier Inc.	United States of America (USA)	16	78641961	6/2/2005	3138402	9/5/2006	Registered
Furniture Today	FURNITURE TODAY	Reed Elsevier Inc.	Canada	NA	522837	5/30/1984	305212	7/26/1985	Registered
Furniture Today	GARDEN DECOR	Reed Elsevier Inc.	United States of America (USA)	16	76555309	10/10/2003	2950605	5/10/2005	Registered
Home Textiles Today	GLOBAL TEXTILES TODAY	Reed Elsevier Inc.	United States of America (USA)	16	74/640025	2/24/1995	1947005	1/1/1996	Registered
Home Textiles Today	HOME ACCENTS TODAY	Reed Elsevier Inc.	United States of America (USA)	16	74/393130	5/21/1993	2169778	6/30/1998	Registered
Playthings	THE BUSINESS AND FASHION NEWSPAPER OF THE HOME TEXTILES INDUSTRY	Reed Elsevier Inc.	Canada	16	542996	6/3/1985	TMA 335486	12/24/1987	Registered

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