

08-28-2002

Form PTO-1594
(Rev. 03/01)
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U.S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):
Primedia Magazine Finance Inc.
8-21-02
 Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State
 Other _____
Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)
Name: Advance Magazine Publishers Inc.
Internal
Address: _____
Street Address: Four Times Square
City: New York State: NY Zip: 10036
 Individual(s) citizenship _____
 Association _____
 General Partnership _____
 Limited Partnership _____
 Corporation-State New York
 Other _____
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)
Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other _____
Execution Date: February 28, 2002

4. Application number(s) or registration number(s):
A. Trademark Application No.(s) 75/899,754
B. Trademark Registration No.(s) 529969
2309148, 1028882
Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
Name: Eric E. Gisolfi
Internal Address: Sabin Bermant & Gould LLP
Street Address: Four Times Square
City: New York State: NY Zip: 10036

6. Total number of applications and registrations involved: 4
7. Total fee (37 CFR 3.41).....\$ 115
 Enclosed
 Authorized to be charged to deposit account
8. Deposit account number:
19-0004

DO NOT USE THIS SPACE

9. Signature.
Eric E. Gisolfi
Name of Person Signing

Eric E. Gisolfi
Signature
August 16, 2002
Date

OFFICE OF PUBLIC RECORDS
2002 AUG 21 AM 9:53
FINANCE SECTION

08/27/2002
01 FC:481
02 FC:482

MUELLER 000001A7 190004 75899754

Total number of pages including cover sheet, attachments, and document: 4

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patent & Trademarks, Box Assignments
Washington, D.C. 20231

TRADEMARK
REEL: 002570 FRAME: 0257

TRADEMARK ASSIGNMENT

TRADEMARK ASSIGNMENT, made as of the 28th of February, 2002, between PRIMEDIA Magazine Finance Inc., a Delaware corporation ("Assignor"), and ADVANCE MAGAZINE PUBLISHERS INC., a New York corporation ("Assignee").

WHEREAS, Assignor, with offices at C/O PRIMEDIA Inc., 745 5th Avenue, New York, NY 10151, has adopted, used, is using and is the owner of trademarks, service marks, trade names and trade dress listed on Schedule A attached hereto (collectively, the "Marks") and is the owner of the registrations and pending applications, if any, listed on Schedule A;

WHEREAS, Assignee, with offices at 4 Times Square, New York, NY 10036, desires to acquire any and all rights that Assignor may have in and to the Marks and the registrations and applications thereof together with the goodwill of the business in connection with which Marks are used; and

WHEREAS, Assignor and Assignee have executed an Asset Purchase Agreement dated January 14, 2002 (the "Agreement"), pursuant to which Assignee is acquiring the Assets primarily related to the Businesses (as such terms are set forth in the Agreement) from the Assignor;

WHEREAS, Assignor and Assignee have executed an Asset Purchase Agreement on the date hereof (the "Agreement"), pursuant to which Assignee is acquiring the assets primarily related to the Business from the Assignor;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee, its successors and assigns, absolutely and forever, its entire right, title and interest, whether statutory or at common law, in and to these Marks throughout the world, together with the goodwill of the business symbolized by them, and all registrations and pending applications therefore, including but not limited to 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.

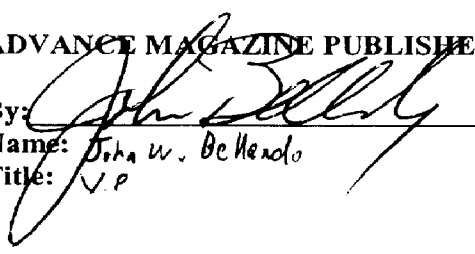
Assignor agrees to execute any further papers and to do such other acts (without the expenditure of funds) as may be necessary and proper to vest full rights, title and interest in and to the Marks in the Assignee.

IN WITNESS WHEREOF, the Assignor has executed this Trademark Assignment as of the date first written above.

PRIMEDIA Magazine Finance Inc.

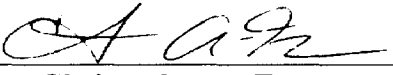
By: _____
Name: Christopher A. Fraser
Title: Vice President

ADVANCE MAGAZINE PUBLISHERS INC.

By: 
Name: John W. Bellardo
Title: V.P.

IN WITNESS WHEREOF, the Assignor has executed this Trademark Assignment as of the date written above.

PRIMEDIA Magazine Finance Inc.

By: 
Name: Christopher A. Fraser
Title: Vice President

ADVANCE MAGAZINE PUBLISHERS INC.

By: _____
Name:
Title:

EXECUTION
SCHEDULE A

TRADEMARKS

	MARK	APP/REG#	APP/REG DATE	STATUS	OWNER
1					
2					
3					
4					
5					
6					
7					
8					
9	MODERN BRIDE (United States)	Reg. No. 529969 Class 16	Reg. Date 8/29/50	Registered	Primedia Magazine Finance Inc.
10	MODERN BRIDE (United States)	Reg. No. 2309148 Class 42	Reg. Date 1/18/00	Registered	Primedia Magazine Finance Inc.
11	MODERN BRIDE (United States)	App. No. 75/899754 Classes 35, 38	Filed 1/21/00	Pending	Primedia Magazine Finance Inc.
12	BALENE (United States)	Reg. No. 1028882 Class 35	Reg. Date 12/30/75	Registered	Primedia Magazine Finance Inc.