

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|-----------------------------------|-------------------------------|---------------------------------|-------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | Transfer of Security Interest | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Credit Suisse | | 06/17/2009 | Swiss Bank: SWITZERLAND |
| RECEIVING PARTY DATA | | | |
| Name: | Wilmington Trust FSB | | |
| Street Address: | 1100 North Market Street | | |
| City: | Wilmington | | |
| State/Country: | DELAWARE | | |
| Postal Code: | 19890-0001 | | |
| Entity Type: | Federal Savings Bank: | | |
| PROPERTY NUMBERS Total: 54 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 2347895 | FAMILY TREE MAGAZINE | |
| Registration Number: | 2771437 | WINDY CITY ANTIQUE SHOW CHICAGO | |
| Serial Number: | 76329463 | A CUP OF COMFORT | |
| Serial Number: | 76023650 | ADAMS MEDIA | |
| Serial Number: | 74138291 | ANNUAL DESIGN REVIEW | |
| Serial Number: | 73461271 | THE ARTIST'S MAGAZINE | |
| Serial Number: | 78647156 | COLLECT.COM | |
| Serial Number: | 76482160 | COUNTRY'S BEST LOG HOMES | |
| Serial Number: | 75040584 | COUNTRY'S BEST LOG HOMES | |
| Serial Number: | 73756749 | DECORATIVE ARTIST'S WORKBOOK | |
| Serial Number: | 75123725 | EVERYTHING | |
| Serial Number: | 75230242 | EVERYTHING | |
| Serial Number: | 76410247 | EVERYTHING.COM | |
| Serial Number: | 78655811 | FAMILY TREE MAGAZINE | |

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| Serial Number: | 75864214 | FASTREAD |
| Serial Number: | 78285806 | HORTICULTURE |
| Serial Number: | 73756979 | HOW |
| Serial Number: | 74137990 | ID |
| Serial Number: | 74138072 | INTERNATIONAL DESIGN |
| Serial Number: | 78253266 | LOG HOME & TIMBER FRAME EXPO |
| Serial Number: | 78254789 | LOG HOME & TIMBER FRAME EXPO |
| Serial Number: | 75846348 | LOG HOMES ILLUSTRATED |
| Serial Number: | 74504331 | LOG HOMES ILLUSTRATED |
| Serial Number: | 74504074 | LOG HOMES ILLUSTRATED A COMPLETE CONSUMER GUIDE |
| Serial Number: | 75409320 | NEW DIVER |
| Serial Number: | 72404639 | NORTH LIGHT |
| Serial Number: | 78299190 | PASTEL 100 |
| Serial Number: | 78299154 | PASTEL JOURNAL |
| Serial Number: | 78299140 | PASTEL JOURNEYS |
| Serial Number: | 75657108 | PHOTO KALEIDOSCOPES |
| Serial Number: | 73138838 | PHOTOGRAPHER'S MARKET |
| Serial Number: | 74267139 | POET'S MARKET |
| Serial Number: | 74274600 | POPULAR WOODWORKING |
| Serial Number: | 78285816 | POPULAR WOODWORKING |
| Serial Number: | 76486036 | PRINT |
| Serial Number: | 75671416 | RODALE'S SCUBA DIVING |
| Serial Number: | 74289949 | RODALE'S SCUBA DIVING |
| Serial Number: | 76477565 | THE SCRAP BOOK CLUB |
| Serial Number: | 78440239 | SCUBA DIVING |
| Serial Number: | 75915993 | SCUBA LAB |
| Serial Number: | 75671444 | SCUBADIVING.COM |
| Serial Number: | 75664456 | SKIN DIVER |
| Serial Number: | 73218834 | SONGWRITER'S MARKET |
| Serial Number: | 75864325 | STREETWISE |
| Serial Number: | 75658473 | THE FIRST SOURCE FOR SCRAPBOOK IDEAS |
| Serial Number: | 75428184 | THE HEART OF CREATIVE SCRAPBOOKING |
| Serial Number: | 78440248 | THE MAGAZINE DIVERS TRUST |
| Serial Number: | 75847375 | TIMBER HOMES ILLUSTRATED |

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|----------------|----------|-------------------|
| Serial Number: | 73488366 | UNDERWATER U.S.A. |
| Serial Number: | 76559441 | WATERCOLOR MAGIC |
| Serial Number: | 72297052 | WRITER'S DIGEST |
| Serial Number: | 73162571 | WRITER'S MARKET |
| Serial Number: | 73351044 | WRITER'S YEARBOOK |
| Serial Number: | 75054390 | MEMORY MAKERS |

CORRESPONDENCE DATA

Fax Number: (202)739-3001
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 202-739-5652
Email: chowell@morganlewis.com
Correspondent Name: Catherine R. Howell, Senior Paralegal
Address Line 1: 1111 Pennsylvania Ave., N.W.; Attn: TMSU
Address Line 2: Morgan, Lewis & Bockius LLP
Address Line 4: Washington, DISTRICT OF COLUMBIA 20004

| | |
|-------------------------|---------------------------------------|
| ATTORNEY DOCKET NUMBER: | 101281-0003 |
| NAME OF SUBMITTER: | Catherine R. Howell, Senior Paralegal |
| Signature: | /Catherine R. Howell/ |
| Date: | 06/25/2009 |

Total Attachments: 19
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CONFIRMATION OF IP ASSIGNMENT

This Confirmation of IP Assignment (the "Confirmation Agreement") dated as of June 17, 2009 is made by Credit Suisse, Cayman Islands Branch, in its capacity as Existing Agent (as defined in the Successor Agent Agreement described below) (in such capacity, the "Assignor") in favor of Wilmington Trust FSB, in its capacity as Successor Agent (as defined in the Successor Agent Agreement described below) (in such capacity, the "Assignee").

WHEREAS, pursuant to that certain Guarantee and Collateral Agreement, dated as of August 5, 2005 (as amended, supplemented or otherwise modified from time to time, the "Credit Agreement") among F+W Media, Inc., Krause Publications, Inc., Heartland International Tradeshows, Inc., New Publishing Holdings, LLC, certain of its subsidiaries, the Existing Agent and the other financial institutions or entities from time to time parties thereto (the "Lenders"), F+W Media, Inc., New Publishing Holdings, LLC, Krause Publications, Inc. and Heartland International Tradeshows, Inc. pledged and granted to the Existing Agent, for the benefit of the Lenders a continuing second lien security interest in, among other things the Intellectual Property (as defined below);

WHEREAS, pursuant to that certain Successor Agent Agreement among F+W Media, Inc., New Publishing Holdings, LLC, the lender parties signatory thereto, the Existing Agent and the Successor Agent, the Existing Agent has agreed to assign its security interest in the trademarks, trademark applications and trademark registrations, identified on Schedule A attached hereto (the "Intellectual Property"), to the Successor Agent;

WHEREAS, Assignor and Assignee desire to record the transfer of security interest in the aforesaid Intellectual Property from the Assignor to the Assignee in the United States Patent and Trademark Office;

NOW THEREFORE, Assignor and Assignee hereby confirm that effective as of May 11, 2009, Assignor assigned to Assignee, its successors and assigns, Assignor's security interest in the Intellectual Property.

Assignor hereby authorizes the appropriate empowered officials in the appropriate governmental offices in jurisdictions throughout the world to transfer Assignor's security interest in the Intellectual Property to Assignee as assignee in accordance with this instrument of assignment. Further, Assignor shall take all additional steps necessary, including the execution of any additional documents and instruments reasonably requested by Assignee in order to effect or memorialize the intent of this agreement.

Assignor represents that it has the authority to make and enter into this Confirmation Agreement.

IN WITNESS WHEREOF, the undersigned have executed this Confirmation Agreement effective as of the date hereof.

[Signature pages follow]

CREDIT SUISSE, CAYMAN ISLANDS BRANCH, as Assignor and Existing Agent

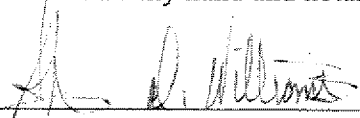
By: Megan Kane
Name: MEGAN KANE
Title: DIRECTOR


Bryan J. Matthews
Director

STATE OF _____ }
 } ss:
COUNTY OF _____ }

Before me, the undersigned, a Notary Public of the State of NEW YORK, personally appeared MEGAN KANE & BRYAN MATTHEWS having been sworn by me according to law did depose and say he was the DIRECTOR of Credit Suisse, Cayman Islands Branch (the "Assignor") and did acknowledge the execution of the foregoing IP Assignment Agreement on behalf of said Assignor.

I HEREBY SET my hand and notarial seal this 11th day of JUNE, 2009.



Notary


SHARON D. WILLIAMS
Notary Public, State of New York
No. 01W16203907
Qualified in New York County
Commission Expires April 13, 2013

Witness: _____

Witness: _____

Acknowledged and Agreed:

WILMINGTON TRUST FSB, as Assignee and Successor Agent

By:  _____
Name: **Jeffery Rose** _____
Title: **Vice President** _____

Schedule A

Trademarks

SCHEDULE A

HEARTLAND INTERNATIONAL TRADE SHOWS, INC.

US TRADEMARK APPLICATIONS AND REGISTRATIONS

| | | | | | |
|---|------------|------------------------------------|-------------------|-----------------|---|
| INTERNATIONAL COLLECTIBLE EXPOSITION DESIGN (CHILDREN UNDER RAINBOW) | Registered | SN #78-267,570 REG # 2,877,437 | June 26, 2003 | August 24, 2004 | Heartland International Trade Shows, Inc. |
| SPORTSFEST THE WORLD'S LARGEST COLLECTIBLE FESTIVAL (NEW LOGO) & DESIGN | Registered | SN # 76-234,158 REG # 2,873,112 | April 2, 2001 | August 17, 2004 | Heartland International Trade Shows, Inc. |
| CHICAGO INT'L COIN FAIR (CICF) & DESIGN | Registered | SN #73-469,092 REG # 1,343,194 | March 7, 1984 | June 18, 1985 | Heartland International Trade Shows, Inc. |
| INTERNATIONAL GIFT & COLLECTIBLE EXPOSITION (ICE) | Registered | SN #78-158,872 REG # 2,862,501 | August 28, 2002 | July 13, 2004 | Heartland International Trade Shows, Inc. |
| INTERNATIONAL COLLECTIBLE EXPOSITION | Registered | SN #75539217 REG # 2,334,703 | August 18, 1998 | March 28, 2000 | Heartland International Trade Shows, Inc. |
| SPORTSFEST | Registered | SN # 75-234,075 REG # 2,597,582 | April 2, 2001 | July 23, 2002 | Heartland International Trade Shows, Inc. |
| SPORTSFEST THE WORLD'S LARGEST COLLECTIBLE FESTIVAL & DESIGN | Registered | SN #75351934 REG # 2,373,301 | September 4, 1997 | August 1, 2000 | Heartland International Trade Shows, Inc. |

INTERNATIONAL TRADEMARK APPLICATIONS AND REGISTRATIONS

NONE

K&E 10734218 :

KRAUSE PUBLICATIONS INC.

U.S. TRADEMARK APPLICATIONS AND REGISTRATIONS

| | | | | | |
|--|------------|----------------------------------|--------------------|--------------------|--------------------------|
| ANTIQUE & COLLECTABLES AND DESIGN | Registered | SN #76-196,656 REG #2,617,122 | January 17, 2001 | September 10, 2002 | Krause Publications Inc. |
| ANTIQUE GAZETTE & DESIGN | Registered | SN #76-196,657 REG #2630476 | January 17, 2001 | October 8, 2002 | Krause Publications Inc. |
| ANTIQUE JOURNAL FOR CALIFORNIA & NEVADA & DESIGN | Registered | SN #76-207,965 REG #2,540,012 | February 9, 2001 | February 19, 2002 | Krause Publications Inc. |
| ANTIQUE REVIEW & QUAIL DESIGN | Registered | SN #75-137,058 REG #2,490,695 | September 28, 2000 | September 18, 2001 | Krause Publications Inc. |
| ANTIQUE TRADER | Registered | SN #76-241,292 REG #2,624,028 | April 16, 2001 | September 24, 2002 | Krause Publications Inc. |
| ANTIQUE TRADER, THE (Stylized) | Registered | SN #72-043,522 REG #0,687,250 | January 7, 1958 | October 29, 1959 | Krause Publications Inc. |
| ANTIQUE TRADER'S COLLECTOR MAGAZINE & PRICE GUIDE, THE | Registered | SN #74-594,513 REG #1,965,203 | November 13, 1994 | April 2, 1996 | Krause Publications Inc. |
| ATB | Registered | SN #78-241,372 REG #2,825,290 | January 18, 2001 | March 23, 2004 | Krause Publications Inc. |
| ATLANTIQUE CITY | Registered | SN #75-612,162 REG #2,354,872 | December 28, 1998 | June 6, 2000 | Krause Publications Inc. |
| AUCTION TIMES FOR THE WEST & DESIGN (STYLIZED) | Registered | SN #76-207,876 REG #2,604,087 | February 9, 2001 | August 6, 2002 | Krause Publications Inc. |

K&E 10734255.1

| Mark | Registration Status | Serial Number (SN) / Registration Number (REG) | Registration Date | Effective Date | Owner |
|--|---------------------|--|-------------------|--------------------|--------------------------|
| BANK NOTE REPORTER & DESIGN | Registered | SN #75-770,770 REG #2,415,436 | August 9, 1999 | December 26, 2000 | Krause Publications Inc. |
| BIG REEL & DESIGN | Registered | SN #74-570,798 REG #1,916,406 | June 7, 1999 | September 5, 1995 | Krause Publications Inc. |
| BLADE | Registered | SN #78-257,123 REG #2,834,654 | February 17, 2003 | April 20, 2004 | Krause Publications Inc. |
| BLADE (THE WORLD'S #1 KNIFE PUBLICATION) RIBBON & DESIGN | Registered | SN #75-862,398 REG #2,484,531 | December 2, 1999 | September 4, 2001 | Krause Publications Inc. |
| BLADE MAGAZINE PRESENTS | Registered | SN #75-770,765 REG #2,481,449 | December 2, 1999 | August 28, 2001 | Krause Publications Inc. |
| BLADE SHOW & INTERNATIONAL CUTLERY FAIR & DESIGN | Registered | SN #75-771,994 REG #2,412,163 | August 9, 1999 | December 12, 2000 | Krause Publications Inc. |
| BLADE SHOW WEST & DESIGN | Registered | SN # 75-771,995 REG #2,413,802 | August 9, 1999 | December 19, 2000 | Krause Publications Inc. |
| BLADE THE WORLD'S # KNIFE PUBLICATION & DESIGN | Registered | SN #75-770,766 REG #2,415,435 | August 9, 1999 | December 26, 2000 | Krause Publications Inc. |
| BLADE TRADE & CUTLERY RETAILER & DESIGN | Registered | SN #75-770,763 REG #2,410,329 | August 9, 1999 | December 5, 2000 | Krause Publications Inc. |
| CARD TRADE & DESIGN | Registered | SN #75-770,760 REG #2,410,328 | August 9, 1999 | December 5, 2000 | Krause Publications Inc. |
| CARTRIDGES OF THE WORLD | Registered | SN #76-219,703 REG #2,507,066 | March 5, 2001 | November 13, 2001 | Krause Publications Inc. |
| CERTIFIED CARD PRICE GUIDE | Registered | SN #75771993 REG #2388914 | August 9, 1999 | September 19, 2000 | Krause Publications Inc. |
| CHICAGO PAPER MONEY EXPO (CPMX) & DESIGN | Registered | SN #75-770,754 REG #2,491,858 | August 9, 1999 | September 25, 2001 | Krause Publications Inc. |

| Mark | Registration Status | Serial Number / Registration Number | Registration Date | Effective Date | Owner |
|--|---------------------|-------------------------------------|--------------------|--------------------|--------------------------|
| CHRISTMAS CRAFT PREVIEW | Registered | SN #75770759 REG #2388913 | August 9, 1999 | September 19, 2000 | Krause Publications Inc. |
| CNA | Registered | SN #78-108,857 REG #2,675,189 | February 14, 2002 | January 14, 2003 | Krause Publications Inc. |
| CNA | Registered | SN #75770751 REG #2410325 | August 9, 1999 | December 5, 2000 | Krause Publications Inc. |
| COIN OF THE YEAR (COTY) & DESIGN | Registered | SN #76-308,481 REG #2,662,379 | September 4, 2001 | December 17, 2002 | Krause Publications Inc. |
| COIN PRICES & DESIGN | Registered | SN #75-770,757 REG #2,410,327 | August 9, 1999 | December 5, 2000 | Krause Publications Inc. |
| COINS MAGAZINE & DESIGN | Registered | SN #75-770,756 REG #2,410,326 | August 9, 1999 | December 5, 2000 | Krause Publications Inc. |
| COLLECTIT.NET | Registered | SN #75447454 REG #2277491 | March 10, 1998 | September 14, 1999 | Krause Publications Inc. |
| COLLECTOR'S MART | Registered | SN #74-329,166 REG #1,812,098 | November 5, 1992 | December 21, 1993 | Krause Publications Inc. |
| COLLECTOR'S SUPERMALL | Registered | SN #74692082 REG #2219850 | June 22, 1995 | January 26, 1999 | Krause Publications Inc. |
| COMICS & GAMES RETAILER & DESIGN | Registered | SN #76-266,219 REG #2,689,530 | June 4, 2001 | February 18, 2003 | Krause Publications Inc. |
| COMICS & GAMES RETAILER & DESIGN' | Registered | SN #74317400 REG #1785033 | September 28, 1992 | July 27, 1993 | Krause Publications Inc. |
| COMICS BUYER'S GUIDE & DESIGN (OLD LOGO) | Registered | SN #73-417,737 REG #1,323,179 | March 16, 1983 | March 12, 1985 | Krause Publications Inc. |
| COMICS BUYER'S GUIDE & DESIGN (NEW DESIGN) | Pending | SN #78393016 | March 4, 2004 | | Krause Publications Inc. |

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|--|------------|----------------------------------|-----------------------|-----------------------|--------------------------------|
| COMICS BUYER'S GUIDE (NEW WORD MARK) | Pending | SN #78392997 | March 4, 2004 | | Krause Publications Inc. |
| COMICS BUYER'S GUIDE & DESIGN (WORDS IN BALLOON) | Registered | SN #78-108,865 REG #2,764,186 | February 14, 2002 | September 16, 2003 | Krause Publications Inc. |
| COMICS RETAILER & DESIGN | Registered | SN #74-317,400 REG #1,785,033 | September 28, 1992 | July 27, 1993 | Krause Publications Inc. |
| COTTON & QUAIL ANTIQUÉ GAZETTE | Registered | SN #75-861,735 REG #2,473,017 | December 2, 1999 | July 31, 2001 | Krause Publications Inc. |
| CPMX SPONSORED BY BANK NOTE REPORTER & DESIGN | Registered | SN #75770754 REG #2491858 | August 9, 1999 | September 25, 2001 | Krause Publications Inc. |
| CRAFT SUPPLY MAGAZINE THE INDUSTRY JOURNAL FOR THE PROFESSIONAL CRAFTER & DESIGN | Registered | SN#75771992 REG #2412162 | August 9, 1999 | December 12, 2000 | Krause Publications Inc. |
| CUTLERY HALL OF FAME | Registered | SN #76-268,745 REG #2,653,728 | June 8, 2001 | November 26, 2002 | Krause Publications Inc. |
| CUTLERY RETAILER | Registered | SN #74-545,473 REG #2,076,544 | July 5, 1994 | July 1, 1997 | Krause Publications Inc. |
| DBI BOOKS | Registered | SN #78-094,556 REG #2,598,170 | November 21, 2001 | July 23, 2002 | Krause Publications Inc. |
| DEER & DEER HUNTING | Registered | SN #75-278,667 REG #2,205,053 | April 18, 1997 | November 24, 1998 | Krause Publications Inc. |
| DEER HUNTERS' ALMANAC | Pending | SN #75-470,448 | April 20, 1998 | | Krause Publications Inc. |
| DISCOVERIES | Registered | SN #74-584,706 REG #1,931,326 | October 12, 1994 | October 31, 1995 | Krause Publications Inc. |
| FANTASY SPORTS TRADE CONFERENCE & DESIGN | Registered | SN #76-234,161 REG #2627710 | April 2, 2001 | October 1, 2002 | Krause Publications Inc. |

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|--|------------|-----------------------------------|-------------------|-------------------|--------------------------|
| FRAME BUILDING NEWS & DESIGN | Registered | SN # 75-770,750 REG #2,412,150 | August 9, 1999 | December 12, 2000 | Krause Publications Inc. |
| GOLDMINE | Registered | SN #76-107,881 REG #2,821,953 | June 3, 2000 | March 16, 2004 | Krause Publications Inc. |
| GOLDMINE'S NATIONAL RECORD SHOW | Registered | SN #78-257,138 REG #2893306 | June 2, 2003 | October 12, 2004 | Krause Publications Inc. |
| GREAT AMERICAN CRAFTS OFFICIAL MAGAZINE OF THE GREAT AMERICAN CRAFTS CLUB & DESIGN | Registered | SN #75770923 REG #2420908 | August 9, 1999 | January 16, 2001 | Krause Publications Inc. |
| GUN DIGEST | Registered | SN #74-687,729 REG #2,071,054 | June 13, 1995 | June 17, 1997 | Krause Publications Inc. |
| GUN LIST & DESIGN | Registered | SN #75770921 REG #2430983 | August 9, 1999 | February 27, 2001 | Krause Publications Inc. |
| GUN LIST | Pending | SN #78-515,757 | November 12, 2004 | | Krause Publications Inc. |
| GUN LIST & DESIGN (NEW LOGO) | Pending | SN #78-515,766 | November 12, 2004 | | Krause Publications Inc. |
| GUN LIST & DESIGN (OLD LOGO) | Registered | SN #75-770,921 REG #2,430,983 | August 9, 1999 | February 27, 2001 | Krause Publications Inc. |
| GUN-KNIFE SHOW CALENDAR & DESIGN | Registered | SN #75-770,922 REG #2,420,907 | August 9, 1999 | January 16, 2001 | Krause Publications Inc. |
| GUNS ILLUSTRATED | Registered | SN #76-219,564 REG #2,510,317 | March 5, 2001 | November 20, 2001 | Krause Publications Inc. |
| HANDLOADER'S DIGEST | Registered | SN #76-227,827 REG #2,781,122 | March 21, 2001 | November 11, 2003 | Krause Publications Inc. |
| HAWAII TRADE CONFERENCE & DESIGN | Pending | SN #78-093,178 | November 14, 2001 | | Krause Publications Inc. |

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|--|------------|----------------------------------|--------------------|--------------------|--------------------------|
| HORSE DESIGN (DESIGN ONLY) | Registered | SN #76231526 REG #2517274 | March 27, 2001 | December 11, 2001 | Krause Publications Inc. |
| KNIFE OF THE YEAR | Registered | SN #75-862,391 REG #2,499,644 | December 2, 1999 | October 23, 2001 | Krause Publications Inc. |
| KP LOGO & DESIGN (LOWER CASE "KP" ONLY) | Registered | SN #76-268,667 REG #2,787,967 | June 8, 2001 | December 2, 2003 | Krause Publications Inc. |
| KP LOGO IN CIRCLE WITH "SINCE 1952" BELOW & DESIGN | Registered | SN #76-269,089 REG #2,796,620 | June 8, 2001 | December 23, 2003 | Krause Publications Inc. |
| KRAUSE PUBLICATIONS | Registered | SN #76-129,960 REG #2573101 | September 18, 2000 | May 28, 2002 | Krause Publications Inc. |
| MIDAMERICA COIN EXPO (MACC) | Registered | SN #76-117,064 REG #2,482,336 | August 25, 2000 | August 28, 2001 | Krause Publications Inc. |
| MILITARY TRADER & DESIGN | Registered | SN #74-599,786 REG #1,928,301 | November 17, 1994 | October 17, 1995 | Krause Publications Inc. |
| MILITARY VEHICLES MAGAZINE & DESIGN | Registered | SN #76-074,224 REG #2,565,044 | June 20, 2000 | April 30, 2002 | Krause Publications Inc. |
| NATIONAL FANTASY BASEBALL CHAMPIONSHIP & DESIGN | Pending | SN #78376748 | March 2, 2004 | | Krause Publications Inc. |
| NUMISMATIC NEWS | Registered | SN #75-271,323 REG #2,190,531 | April 8, 1997 | September 22, 1998 | Krause Publications Inc. |
| NUMISMATIC NEWS | Registered | SN #72-009,274 REG #641,564 | May 29, 1956 | February 12, 1957 | Krause Publications Inc. |
| OLD CARS & DESIGN | Registered | SN #76-068,717 REG #2,522,021 | June 9, 2000 | December 25, 2001 | Krause Publications Inc. |
| POSTCARD COLLECTOR & DESIGN | Registered | SN #74-598,919 REG #1,966,407 | November 15, 1994 | April 9, 1996 | Krause Publications Inc. |

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| PROCRAFTER | Registered | SN # 76-277,790 REG #2664801 | June 20, 2001 | December 17, 2002 | Krause Publications Inc. |
| RURAL BUILDER & DESIGN | Registered | SN # 75-770,911 REG #2,413,797 | August 9, 1999 | December 19, 2000 | Krause Publications Inc. |
| SCRYE | Registered | SN # 75-016,562 REG # 2,104,635 | November 8, 1995 | October 14, 1997 | Krause Publications Inc. |
| SPORTS CARDS AND DESIGN | Registered | SN #75770909 REG #2,412,154 | August 9, 1999 | December 12, 2000 | Krause Publications Inc. |
| SPORTS CARDS PRESENTS ...FANTASY SPORTS & DESIGN | Registered | SN # 75-444,519 REG #2406716 | March 4, 1998 | November 21, 2000 | Krause Publications Inc. |
| SPORTS COLLECTORS DIGEST AUTHENTIC & DESIGN | Registered | SN # 76-331,124 REG #2,668,622 | October 29,2001 | December 31, 2002 | Krause Publications Inc. |
| SPORTS COLLECTORS DIGEST TRADE FAX & DESIGN | Registered | SN #76266218 REG #2633608 | June 4, 2001 | October 8, 2002 | Krause Publications Inc. |
| STANDARD CATALOG OF ... (USA) | Registered | SN # 74-732,983 REG # 2,131,629 | September 22, 1995 | January 27, 1998 | Krause Publications Inc. |
| STUMP SITTERS | Registered | Wisconsin REG # 22,834 | August 26, 1992 | December 20, 1995 | Krause Publications Inc. |
| SUPERSELLER | Registered | SN # 76-268,738 REG # 2, 527,493 | June 8, 2001 | January 8, 2002 | Krause Publications Inc. |
| THE COMPLETE GUIDE TO ANTIQUES & COLLECTIBLES ANTIQUE JOURNAL FOR THE NORTHWEST & DESIGN | Registered | SN #76207966 REG #2586885 | February 9, 2001 | June 25, 2002 | Krause Publications Inc. |
| TOY CARS & MODELS & DESIGN (PREVIOUSLY TOY CARS & VEHICLES) | Registered | SN # 76-197,838 REG # 2,576,870 | January 17, 2001 | June 4, 2002 | Krause Publications Inc. |
| TOY SHOP | Registered | SN # 78-108,863 REG # 2,652,076 | February 14, 2002 | November 19, 2002 | Krause Publications Inc. |
| TOY SHOP DESIGN | Registered | SN # 75-771,410 REG # 2,418,907 | August 9, 1999 | January 9, 2001 | Krause Publications Inc. |
| TRAPPER & PREDATOR CALLER & DESIGN | Registered | SN # 75-771,988 REG # 2,412,161 | August 9, 1999 | December 12, 2000 | Krause Publications Inc. |
| TUFF STUFF | Registered | SN # 74-185,782 REG # 1,697,612 | July 17, 1991 | June 30, 1992 | Krause Publications Inc. |
| TUFF STUFF CLASSIC SHOWS & DESIGN | Registered | SN # 78-094,154 REG # 2,678,166 | November 19, 2001 | January 21, 2003 | Krause Publications Inc. |

| MARK | STATUS | SN # | REG # | DATE | DATE | OWNER |
|--|------------|-----------------|-----------------|--------------------|--------------------|--------------------------|
| TUFF STUFF'S FANTASY BASEBALL GUIDE | Registered | SN #75344309 | REG #2208589 | August 18, 1997 | December 8, 1998 | Krause Publications Inc. |
| TUFF STUFF'S FANTASY FOOTBALL GUIDE | Registered | SN # 75-078,595 | REG # 2,133,193 | March 25, 1996 | January 27, 1998 | Krause Publications Inc. |
| TURKEY & TURKEY HUNTING & DESIGN | Registered | SN # 75-771,987 | REG # 2,412,160 | August 9, 1999 | December 12, 2000 | Krause Publications Inc. |
| TURNING CREATIVE IDEAS INTO PROFITS | Registered | SN # 78-108,852 | REG # 2,693,443 | February 19, 2002 | March 4, 2003 | Krause Publications Inc. |
| WALLACE-HOMESTEAD | Registered | SN # 74-735,399 | REG # 2,002,962 | September 28, 1995 | September 24, 1996 | Krause Publications Inc. |
| WARMAN'S (SYTLIZED) | Registered | SN # 76-227,573 | REG # 2,685,479 | March 20, 2001 | February 11, 2003 | Krause Publications Inc. |
| WARMAN'S | Registered | SN # 74-713,555 | REG # 2,004,207 | August 10, 1995 | October 1, 1996 | Krause Publications Inc. |
| WARMAN'S TODAY'S COLLECTOR & DESIGN | Registered | SN #75771986 | REG #2,410,335 | August 9, 1999 | December 5, 2000 | Krause Publications Inc. |
| W-H & DESIGN | Registered | SN # 74-735,575 | REG # 2,002,965 | September 28, 1995 | September 24, 1996 | Krause Publications Inc. |
| WHATZIT DAY | Registered | SN # 76-139,508 | REG # 2,492,512 | October 3, 2000 | September 25, 2001 | Krause Publications Inc. |
| WHITETAIL BUSINESS BUILDING YOUR BUSINESS | Registered | SN #75771408 | REG #2,357,610 | August 9, 1999 | June 13, 2000 | Krause Publications Inc. |
| WHITETAIL BUSINESS YOUR GUIDE TO BEANBAG COLLECTIBLES & DESIGN | Registered | SN #75497151 | REG #2,299,611 | June 3, 1998 | December 14, 1999 | Krause Publications Inc. |
| WHITETAIL CALENDAR & DESIGN | Registered | SN # 75-471,018 | REG #2,287,402 | April 30, 1998 | October 19, 1999 | Krause Publications Inc. |
| WISCONSIN OUTDOOR JOURNAL & DESIGN | Registered | SN # 75-771,407 | REG # 2,417,186 | August 9, 1999 | January 12, 2001 | Krause Publications Inc. |
| WORKBASKET, THE | Registered | SN # 73-400,419 | REG # 1,261,718 | October 21, 1982 | December 20, 1983 | Krause Publications Inc. |
| WORLD COIN NEWS & DESIGN | Registered | SN # 75-771,406 | REG # 2,420,911 | August 9, 1999 | January 16, 2001 | Krause Publications Inc. |

INTERNATIONAL TRADEMARK APPLICATIONS AND REGISTRATIONS

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| Canada | STANDARD CATALOG OF ... | Registered | REG. # 677035 APP # 1,029,951 | September 22, 1995 | March 5, 2003 | Krause Publications Inc. |
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U.S. TRADEMARK APPLICATIONS AND REGISTRATIONS

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|---------------------------------|------------|-----------------------------------|----------------------|-----------------------|--------------------------|
| | | | | | |
| A CUP OF COMFORT | Registered | SN#76329463 REG # 2,716,472 | October 24, 2001 | October 24, 2001 | F+W Publications Inc. |
| ADAMS MEDIA CORPORATION | Registered | SN#76023650 REG # 2,499,895 | April 12, 2000 | October 23, 2001 | F+W Publications Inc. |
| ANNUAL DESIGN REVIEW | Registered | SN #74-138,291 REG # 1,792,532 | February 11, 1991 | September 14, 1993 | F+W Publications Inc. |
| ARTIST'S MAGAZINE, THE | Registered | SN #73-461,271 REG # 1,342,534 | January 16, 1984 | June 18, 1985 | F+W Publications Inc. |
| COLLECT.COM | Pending | SN #78647156 | June 9, 2005 | | F+W Publications Inc. |
| COUNTRY'S BEST LOG HOMES | Registered | SN #76482160 REG # 2,794,279 | January 14, 2003 | December 16, 2003 | F+W Publications Inc. |
| COUNTRY'S BEST LOG HOMES | Registered | SN #75040584 REG # 2,045,210 | January 5, 1996 | March 11, 1997 | F+W Publications Inc. |
| DECORATIVE ARTIST'S WORKBOOK | Registered | SN #73-756,749 REG # 1,574,828 | October 11, 1998 | January 2, 1990 | F+W Publications Inc. |
| EVERYTHING | Registered | SN #75123725 REG # 2,063,316 | June 21, 1996 | May 20, 1997 | F+W Publications Inc. |
| EVERYTHING | Registered | SN #75230242 REG # 2,379,837 | January 23, 1997 | August 22, 2000 | F+W Publications Inc. |
| EVERYTHING.COM | Registered | SN #76410247 REG # 2,697,705 | May 21, 2002 | March 18, 2003 | F+W Publications Inc. |
| FAMILY TREE MAGAZINE | Registered | REG # 2,347,895 | April 16, 1999 | May 2, 2000 | F+W Publications Inc. |
| FAMILY TREE MAGAZINE | Pending | SN #78-655,811 | June 22, 2005 | | F+W Publications Inc. |
| FASTREAD | Registered | SN #75864214 REG # 2,592,313 | December 6, 1999 | July 9, 2002 | F+W Publications Inc. |
| HORTICULTURE | Registered | SN #78-285,806 REG # 2,869,695 | August 11, 2003 | August 3, 2004 | F+W Publications Inc. |

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| HOW | Registered | SN #73-756,979 REG # 1,602,172 | October 11, 1998 | June 19, 1990 | F+W Publications Inc. |
| ID | Registered | SN #74-137,990 REG # 1,675,861 | February 11, 1991 | February 18, 1992 | F+W Publications Inc. |
| INTERNATIONAL DESIGN | Registered | SN #74-138,072 REG # 1,854,601 | February 11, 1991 | September 20, 1994 | F+W Publications Inc. |
| LOG HOME & TIMBER FRAME EXPO | Registered | SN #78253266 REG # 2,962,006 | May 22, 2003 | June 14, 2005 | F+W Publications Inc. |
| LOG HOME & TIMBER FRAME EXPO & DESIGN | Registered | SN# 78254789 REG # 2,966,252 | May 27, 2003 | July 12, 2005 | F+W Publications Inc. |
| LOG HOMES ILLUSTRATED | Registered | SN #75846348 REG # 2,385,742 | November 11, 1999 | September 12, 2000 | F+W Publications Inc. |
| LOG HOMES ILLUSTRATED | Registered | SN #74504331 REG # 1,906,897 | March 24, 1994 | July 18, 1995 | F+W Publications Inc. |
| LOG HOMES ILLUSTRATED A COMPLETE CONSUMER GUIDE & DESIGN | Registered | SN #74504074 REG # 1,912,850 | March 23, 1994 | August 15, 1995 | F+W Publications Inc. |
| NEW DIVER | Registered | SN #75-409,320 REG # 2,352,428 | December 22, 1997 | May 23, 2000 | F+W Publications Inc. |
| NORTH LIGHT | Registered | SN #72-404,639 REG # 949,365 | October 8, 1971 | December 26, 1972 | F+W Publications Inc. |
| PASTEL 100 | Registered | SN #78-299,190 REG # 2,922,827 | September 11, 2003 | February 1, 2005 | F+W Publications Inc. |
| PASTEL JOURNAL | Registered | SN #78-299,154 REG # 2,941,664 | September 11, 2003 | April 19, 2005 | F+W Publications Inc. |
| PASTEL JOURNEYS | Registered | SN #78-299,140 REG # 2,962,188 | September 11, 2003 | June 14, 2005 | F+W Publications Inc. |
| PHOTO KALEIDOSCOPES | Registered | SN #75-657,108 REG # 2,418,309 | March 9, 1999 | January 2, 2001 | F+W Publications Inc. |
| PHOTOGRAPHER'S MARKET | Registered | SN #73-138,838 REG # 1,109,995 | August 25, 1977 | December 26, 1978 | F+W Publications Inc. |

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| POET'S MARKET | Registered | SN #74-267, 139 REG # 1,764,441 | April 20, 1992 | April 13, 1993 | F+W Publications Inc. |
| POPULAR WOODWORKING | Registered | SN #74274600 REG # 1,743,129 | May 12, 1992 | December 29, 1992 | F+W Publications Inc. |
| POPULAR WOODWORKING | Registered | SN # 78-285,816 REG # 2,860,386 | August 11, 2003 | July 6, 2004 | F+W Publications Inc. |
| PRINT | Registered | SN #76-486,036 REG # 2,790,966 | December 18, 2002 | December 9, 2003 | F+W Publications Inc. |
| RODALE'S SCUBA DIVING | Registered | SN #75-671,416 REG # 2,447,396 | March 29, 1999 | May 1, 2001 | F+W Publications Inc. |
| RODALE'S SCUBA DIVING | Registered | SN # 74,-289,949 REG # 1,759,846 | June 30, 1992 | March 23, 1993 | F+W Publications Inc. |
| SCRAP BOOK CLUB, THE & DESIGN | Registered | SN # 76-477,565 REG # 2,819,160 | December 23, 2002 | March 2, 2004 | F+W Publications Inc. |
| SCUBA DIVING | Pending | SN # 78-440,239 | June 23, 2004 | | F+W Publications Inc. |
| SCUBA LAB | Registered | SN # 75-915,993 REG # 2,643,583 | February 11, 2000 | October 29, 2002 | F+W Publications Inc. |
| SCUBADIVING.COM | Registered | SN # 75-671,444 REG # 2,458,750 | March 29, 1999 | June 5, 2001 | F+W Publications Inc. |
| SKIN DIVER | Registered | SN # 75-664,456 REG # 2,377,073 | March 19, 1999 | August 15, 2000 | F+W Publications Inc. |
| SONGWRITER'S MARKET | Registered | SN # 73-218,834 REG # 1,179,065 | June 8, 1979 | November 24, 1981 | F+W Publications Inc. |
| STREETWISE | Registered | SN #75864325 REG # 2,417,399 | December 6, 1999 | January 2, 2001 | F+W Publications Inc. |

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| THE FIRST SOURCE FOR SCRAPBOOK IDEAS | Registered | SN #75658473 REG # 2,316,711 | March 11, 1999 | February 8, 2000 | F+W Publications Inc. |
| THE HEART OF CREATIVE SCRAPBOOKING | Registered | SN #75428184 REG # 2,207,338 | February 3, 1998 | December 1, 1998 | F+W Publications Inc. |
| THE MAGAZINE DIVERS TRUST | Registered | SN #78440248 REG #2,970,730 | June 23, 2004 | July 19, 2005 | F+W Publications Inc. |
| TIMBER HOMES ILLUSTRATED | Registered | SN #75847375 REG # 2,360,961 | November 12, 1999 | June 20, 2000 | F+W Publications Inc. |
| UNDERWATER U.S.A. | Registered | SN#73488366 REG # 1,341,764 | July 5, 1984 | June 11, 1984 | F+W Publications Inc. |
| WATERCOLOR MAGIC (STYLIZED) | Registered | SN # 76-559,441 REG # 2,972,364 | November 13, 2003 | July 19, 2005 | F+W Publications Inc. |
| WINDY CITY ANTIQUE SHOW CHICAGO & DESIGN | Registered | SN # 76-73,928 REG # ,771,437 | December 10, 2002 | October 7, 2003 | F+W Publications Inc. |
| WRITER'S DIGEST (USA) | Registered | SN # 72-297,052 REG # 892,058 | May 1, 1968 | June 2, 1970 | F+W Publications Inc. |
| WRITER'S MARKET | Registered | SN # 73-162,571 REG # 1,114,093 | March 17, 1978 | February 27, 1979 | F+W Publications Inc. |
| WRITER'S YEARBOOK | Registered | SN # 73-351,044 REG # 1,229,696 | February 19, 1982 | March 8, 1983 | F+W Publications Inc. |
| MEMORY MAKERS | Registered | SN #75-054,390 REG # 2,087,043 | February 7, 1996 | August 12, 1997 | F+W Publications Inc. (Current Record Owner Memory Makers Photography Inc.) |

INTERNATIONAL TRADEMARK APPLICATIONS AND REGISTRATIONS

| Country | Mark | Status | REG # | App. Date | Reg. Date | Owner |
|--------------|-----------------------|------------|------------------|-----------------|-------------------|---|
| Australia | WRITER'S DIGEST | Registered | REG # 218759 | | April 26, 1968 | F+W Publications Inc. |
| Canada | RODALE'S SCUBA DIVING | Registered | REG# TMA549,321 | Feb. 4, 1997 | August 6, 2001 | F+W Publications Inc. (Current Record Owner Rodale Inc.) |
| Canada | WRITER'S DIGEST | Registered | REG # TMA173,538 | April 26, 1968 | December 31, 1970 | F+W Publications Inc. |
| Germany | RODALE'S SCUBA DIVING | Registered | REG # 203,9666 | April 15, 1993 | July 1, 1993 | F+W Publications Inc. |
| UK | RODALE'S SCUBA DIVING | Registered | REG # 1,580,120 | | January 12, 1996 | F+W Publications Inc. |
| Australia | MEMORY MAKERS | Registered | REG. # 842,241 | July 12, 2000 | August 1, 2002 | F+W Publications Inc. (Current Record Owner Satellite Publishing Inc) |
| Canada | MEMORY MAKERS | Registered | REG # TMA564,743 | July 27, 2000 | July 16, 2002 | F+W Publications Inc. (Current Record Owner Satellite Publishing Inc.) |
| Europe Comm. | MEMORY MAKERS | Registered | REG # 1843549 | August 23, 2000 | August 2, 2002 | F+W Publications Inc. (Current Record Owner Satellite Publishing Inc.) |
| Japan | MEMORY MAKERS | Registered | REG # 4,550,495 | | March 8, 2002 | F+W Publications Inc. (Current Record Owner Satellite Publishing Inc.) |