

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

| | |
|------------------------------|---|
| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | Assignment of Security Interest in Trademarks |

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|---|----------|----------------|---|
| JPMorgan Chase Bank, N.A., as former Administrative Agent | | 06/09/2010 | National Banking Association: UNITED STATES |

RECEIVING PARTY DATA

| | |
|--------------------------|--|
| Name: | The Bank of New York Mellon, as successor Administrative Agent |
| Street Address: | 600 East Las Colinas Blvd. |
| Internal Address: | Suite 1300 |
| City: | Irving |
| State/Country: | TEXAS |
| Postal Code: | 75039 |
| Entity Type: | Banking Corporation: NEW YORK |

PROPERTY NUMBERS Total: 129

| Property Type | Number | Word Mark |
|----------------------|---------|--|
| Registration Number: | 2490695 | ANTIQUE REVIEW |
| Registration Number: | 2624028 | ANTIQUE TRADER |
| Registration Number: | 1965203 | ANTIQUE TRADER'S COLLECTOR MAGAZINE & PRICE GUIDE |
| Registration Number: | 2825290 | ATB |
| Registration Number: | 2354872 | ATLANTIQUE CITY |
| Registration Number: | 2415436 | BANK NOTE REPORTER COMPLETE MONTHLY GUIDE FOR PAPER MONEY COLLECTORS |
| Registration Number: | 1916406 | BIG REEL |
| Registration Number: | 2834654 | BLADE |
| Registration Number: | 2484531 | BLADE THE WORLD'S #1 KNIFE PUBLICATION |
| Registration Number: | 2412163 | BLADE SHOW & INTERNATIONAL CUTLERY FAIR |
| Registration Number: | 2413802 | BLADE SHOW WEST |

OP \$3240.00 2490695

900165517

**TRADEMARK
 REEL: 004230 FRAME: 0870**

| | | |
|----------------------|---------|---|
| Registration Number: | 2415435 | BLADE THE WORLD'S #1 KNIFE PUBLICATION |
| Registration Number: | 2410329 | BLADE TRADE AND CUTLERY RETAILER |
| Registration Number: | 2410328 | CARDTRADE OFFICIAL TRADE JOURNAL OF THE SPORTS COLLECTIBLE INDUSTRY SPORTS COLLECTORS DIGEST |
| Registration Number: | 2507066 | CARTRIDGES OF THE WORLD |
| Registration Number: | 2662379 | COIN OF THE YEAR |
| Registration Number: | 2410326 | COINS |
| Registration Number: | 1812098 | COLLECTOR'S MART |
| Registration Number: | 3013147 | COMICS BUYER'S GUIDE |
| Registration Number: | 1325179 | COMICS BUYER'S GUIDE |
| Registration Number: | 1785033 | COMICS RETAILER |
| Registration Number: | 2491858 | CPMX SPONSORED BY BANK NOTE REPORTER |
| Registration Number: | 2653728 | CUTLERY HALL OF FAME |
| Registration Number: | 2205053 | DEER & DEER HUNTING |
| Registration Number: | 3122249 | DEER HUNTERS' ALMANAC |
| Registration Number: | 1931326 | DISCOVERIES |
| Registration Number: | 2821953 | GOLDMINE |
| Registration Number: | 2893306 | GOLDMINE'S NATIONAL RECORD SHOW |
| Registration Number: | 2071054 | GUN DIGEST |
| Registration Number: | 2420907 | GUN KNIFE SHOW CALENDAR |
| Registration Number: | 3045638 | GUNLIST |
| Registration Number: | 3041103 | GUNLIST |
| Registration Number: | 2510317 | GUNS ILLUSTRATED |
| Registration Number: | 2781122 | HANDLOADER'S DIGEST |
| Registration Number: | 3012824 | HAWAII TRADE CONFERENCE |
| Registration Number: | 2499644 | KNIFE OF THE YEAR |
| Registration Number: | 2787967 | KP |
| Registration Number: | 2796620 | KP SINCE 1952 |
| Registration Number: | 2573101 | KRAUSE PUBLICATIONS |
| Registration Number: | 2482336 | MIDAMERICA COIN EXPO |
| Registration Number: | 1928301 | MILITARY TRADER |
| Registration Number: | 2565044 | MILITARY VEHICLES MAGAZINE |
| Registration Number: | 2190531 | NUMISMATIC NEWS |
| Registration Number: | 2522021 | OLD CARS |
| Registration Number: | 1966407 | POSTCARD COLLECTOR |

| | | |
|----------------------|---------|---|
| Registration Number: | 2104635 | SCRYE |
| Registration Number: | 2633608 | SPORTS COLLECTORS DIGEST TRADE FAX |
| Registration Number: | 2131629 | STANDARD CATALOG OF |
| Registration Number: | 0687250 | THE ANTIQUE TRADER |
| Registration Number: | 2412161 | THE TRAPPER & PREDATOR CALLER |
| Registration Number: | 1261718 | THE WORKBASKET |
| Registration Number: | 2418907 | TOY SHOP THE TOY COLLECTOR'S MARKETPLACE |
| Registration Number: | 2576870 | TOY CARS & MODELS |
| Registration Number: | 2652076 | TOYSHOP |
| Registration Number: | 1697612 | TUFF STUFF |
| Registration Number: | 2412160 | TURKEY & TURKEY HUNTING |
| Registration Number: | 2004207 | WARMAN'S |
| Registration Number: | 2685479 | WARMAN'S |
| Registration Number: | 2287402 | WHITETAIL CALENDAR |
| Registration Number: | 2420911 | WORLD COIN NEWS FROM THE PUBLISHERS OF THE STANDARD CATALOG OF WORLD COINS |
| Registration Number: | 2716472 | A CUP OF COMFORT |
| Registration Number: | 2499895 | ADAMS MEDIA |
| Registration Number: | 1792532 | ANNUAL DESIGN REVIEW |
| Registration Number: | 3090393 | COLLECT.COM |
| Registration Number: | 1574828 | DECORATIVE ARTIST'S WORKBOOK |
| Registration Number: | 2379837 | EVERYTHING |
| Registration Number: | 2063316 | EVERYTHING |
| Registration Number: | 2697705 | EVERYTHING.COM |
| Registration Number: | 2347895 | FAMILY TREE MAGAZINE |
| Registration Number: | 3100666 | FAMILY TREE MAGAZINE |
| Registration Number: | 2592313 | FASTREAD |
| Registration Number: | 2869695 | HORTICULTURE |
| Registration Number: | 1602172 | HOW |
| Registration Number: | 1675861 | ID |
| Registration Number: | 1854601 | INTERNATIONAL DESIGN |
| Registration Number: | 2087043 | MEMORY MAKERS |
| Registration Number: | 0949365 | NORTH LIGHT |
| Registration Number: | 2922827 | PASTEL 100 |
| Registration Number: | 2941664 | PASTEL JOURNAL |

| | | |
|----------------------|---------|---------------------------------------|
| Registration Number: | 2962188 | PASTEL JOURNEYS |
| Registration Number: | 1109995 | PHOTOGRAPHER'S MARKET |
| Registration Number: | 1764441 | POET'S MARKET |
| Registration Number: | 2860386 | POPULAR WOODWORKING |
| Registration Number: | 1743129 | POPULAR WOODWORKING |
| Registration Number: | 2790966 | PRINT |
| Registration Number: | 1179065 | SONGWRITER'S MARKET |
| Registration Number: | 2417399 | STREETWISE |
| Registration Number: | 1342534 | THE ARTIST'S MAGAZINE |
| Registration Number: | 2316711 | THE FIRST SOURCE FOR SCRAPBOOK IDEAS |
| Registration Number: | 2819160 | THE SCRAP BOOK CLUB |
| Registration Number: | 2972364 | WATERCOLOR MAGIC |
| Registration Number: | 2771437 | WINDY CITY ANTIQUE SHOW CHICAGO |
| Registration Number: | 0892058 | WRITER'S DIGEST |
| Registration Number: | 1114093 | WRITER'S MARKET |
| Registration Number: | 1229696 | WRITER'S YEARBOOK |
| Registration Number: | 2877437 | |
| Registration Number: | 2862501 | INTERNATIONAL GIFT & COLLECTIBLE EXPO |
| Registration Number: | 2597582 | SPORTSFEST |
| Registration Number: | 1305863 | SOUTHWEST ART |
| Registration Number: | 1305865 | SOUTHWEST ART |
| Registration Number: | 3107254 | ARTIST'S SKETCHBOOK |
| Registration Number: | 3418044 | COLLECT.COM FIND WHAT YOU KEEP |
| Registration Number: | 3438862 | EVERYTHING KIDS' |
| Registration Number: | 3429265 | EVERYTHING PARENT'S GUIDE |
| Registration Number: | 3481583 | I CAN DO THAT |
| Registration Number: | 3400856 | I IMPACT |
| Registration Number: | 3289883 | IDEAS TO GROW YOUR BUSINESS |
| Registration Number: | 3400875 | IMPACT |
| Registration Number: | 3199524 | P PLATINUM PRESS |
| Registration Number: | 3083799 | P PROVENANCE PRESS |
| Registration Number: | 3096764 | PLATINUM PRESS |
| Registration Number: | 3155001 | POLKA DOT PRESS |
| Registration Number: | 3155000 | POLKA DOT PRESS |
| Registration Number: | 3088510 | PROVENANCE PRESS |

TRADEMARK

REEL: 004230 FRAME: 0873

| | | |
|----------------------|---------|---------------------------------|
| Registration Number: | 3364367 | SCRAPBOOK RETAILER |
| Registration Number: | 3091780 | WOODWORKING MAGAZINE |
| Registration Number: | 3354569 | ANTIQUES & COLLECTIBLES JOURNAL |
| Registration Number: | 3553716 | COMICS & GAMES RETAILER |
| Registration Number: | 3293878 | COMICS BUYER'S GUIDE |
| Registration Number: | 3324175 | COMICS BUYER'S GUIDE |
| Registration Number: | 3260515 | COTTON & QUAIL ANTIQUE GAZETTE |
| Registration Number: | 3229797 | FRAME BUILDING NEWS |
| Registration Number: | 3285425 | GD |
| Registration Number: | 3284836 | GUN DIGEST |
| Registration Number: | 3236919 | METAL ROOFING MAGAZINE |
| Registration Number: | 3285264 | MILITARY TRADER |
| Registration Number: | 3386920 | NUMISMASTER |
| Registration Number: | 3550217 | NUMISMASTER.COM |
| Registration Number: | 3229943 | RURAL BUILDER |

CORRESPONDENCE DATA

Fax Number: (212)455-2502
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: (212) 455-7976
Email: ksolomon@stblaw.com
Correspondent Name: Mindy M. Lok, Esq.
Address Line 1: Simpson Thacher & Bartlett LLP
Address Line 2: 425 Lexington Avenue
Address Line 4: New York, NEW YORK 10017

| | |
|-------------------------|--------------|
| ATTORNEY DOCKET NUMBER: | 509265/1137 |
| NAME OF SUBMITTER: | Mindy M. Lok |
| Signature: | /ml/ |
| Date: | 06/24/2010 |

Total Attachments: 10
source=FWCoAdmi#page1.tif
source=FWCoAdmi#page2.tif
source=FWCoAdmi#page3.tif
source=FWCoAdmi#page4.tif
source=FWCoAdmi#page5.tif
source=FWCoAdmi#page6.tif
source=FWCoAdmi#page7.tif
source=FWCoAdmi#page8.tif

source=FWCoAdmi#page9.tif
source=FWCoAdmi#page10.tif

ASSIGNMENT OF SECURITY INTEREST IN TRADEMARKS

This ASSIGNMENT OF SECURITY INTEREST IN TRADEMARKS, dated as of June 9, 2010 (this "Assignment Agreement"), is made by JPMorgan Chase Bank, N.A., as former Administrative Agent ("JPMorgan" or "Former Agent"), located at 383 Madison Avenue, New York, NY 10017, and The Bank of New York Mellon, as successor Administrative Agent to Former Agent, (the "Successor Agent") located at 600 East Las Colinas Blvd., Suite 1300, Irving, TX 75039.

WHEREAS, pursuant to that certain Credit Agreement, dated as of August 5, 2005 (as amended, restated, supplemented, amended and restated or otherwise modified from time to time, the "Credit Agreement"), among Credit Suisse, Cayman Islands Branch, as Syndication Agent, New Publishing Holdings ("Holdings"), LLC, F+W Media, Inc. (f/k/a New Publishing Acquisition, Inc.) ("Borrower"), the lenders party thereto (the "Lenders"), and the Former Agent, the lenders agreed to make loans and other extensions of credit to the Borrower upon the terms and subject to the conditions set forth therein;

WHEREAS, in connection with the Credit Agreement, Borrower, Krause Publications, Inc., Heartland International Tradeshows, Inc, and F&W Publishing, Inc. (f/k/a New Publishing Acquisition, Inc.), (each, a "Grantor"), the Loan Parties (as defined in the Credit Agreement) and Holdings executed and delivered that certain Guarantee and Collateral Agreement, dated as of August 5, 2005, in favor of JPMorgan, as Administrative Agent (as amended, restated, supplemented, amended and restated or otherwise modified from time to time, the "Guarantee and Collateral Agreement", and together with the Credit Agreement and other Loan Documents (as defined in the Credit Agreement), collectively, the "Loan Documents");

WHEREAS, pursuant to the Guarantee and Collateral Agreement, each Grantor granted to JPMorgan, for the benefit of the Lenders, a first lien security interest (the "Security Interest") in certain collateral, including the Trademarks and Trademark Licenses (as defined therein) listed on Schedule A hereto;

WHEREAS, a short form of the Security Interest in the Trademarks and Trademark Licenses granted to JPMorgan was recorded in the United States Patent and Trademark Office on October 7, 2005 at Reel 3171 and Frame 0742, on October 10, 2005 at Reel 3172 and Frame 0423, on October 10, 2005 at Reel 3172 and Frame 0828, on February 19, 2009 at Reel 3938 and Frame 0856, on March 30, 2009 at Reel 3961 and Frame 0203, and on March 30, 2009 at Reel 3961 and Frame 0188;

WHEREAS, the Former Agent resigned as Administrative Agent under the Credit Agreement and the other Loan Documents; and

WHEREAS, Successor Agent was appointed as the successor Administrative Agent under the Credit Agreement and the other Loan Documents (as defined in the Credit Agreement) pursuant to that certain Successor Agent Agreement dated as of April 15, 2010, by and among Former Agent, The Bank of New York Mellon, the Lenders, Holdings and Borrower.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged by each party, the parties hereby agree and confirm that:

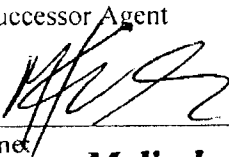
JPMorgan hereby assigns to the Successor Agent without recourse and without any representation or warranty of any kind, nature or description, all of its right, title and interest in and to the Trademarks and Trademark Licenses granted by the Grantors pursuant to the Guarantee and Collateral Agreement, as of the Effective Date (as defined below).

The Effective date of this Assignment Agreement shall be the date of execution by all parties (the "Effective Date").

This Assignment Agreement shall be governed and construed in accordance with the laws of the State of New York.

IN WITNESS WHEREOF, the parties hereto have caused this Assignment Agreement to be duly executed and delivered by their respective officers thereunto duly authorized as of the day and year first above written.

THE BANK OF NEW YORK MELLON,
as Successor Agent

By: 
Name: _____
Title: **Melinda Valentine**
Vice President

JPMORGAN CHASE BANK, N.A.,
as Former Agent

By: _____
Name:
Title:

[Signature Page to Assignment of Security Interest in Trademarks]

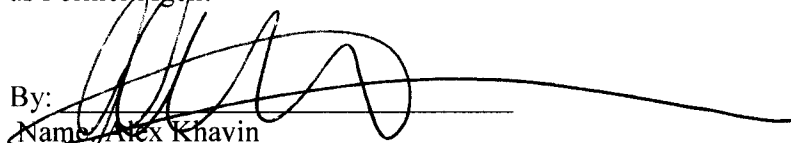
TRADEMARK
REEL: 004230 FRAME: 0878

IN WITNESS WHEREOF, the parties hereto have caused this Assignment Agreement to be duly executed and delivered by their respective officers thereunto duly authorized as of the day and year first above written.

THE BANK OF NEW YORK MELLON,
as Successor Agent

By: _____
Name:
Title:

JPMORGAN CHASE BANK, N.A.,
as Former Agent

By: 
Name: Alex Khavin
Title: Executive Director

Schedule A

Reel/Frame 3171/0742

| COUNTRY | TRADEMARK | Serial No./Date | Reg. No./Date |
|----------------|---|--------------------------|-------------------------|
| US | ANTIQUER REVIEW | 76/137,068 9/28/2000 | 2,490,695 9/18/2001 |
| US | ANTIQUER TRADER | 76/241,292 4/16/2001 | 2,624,028 9/24/2002 |
| US | ANTIQUER TRADER'S COLLECTOR MAGAZINE | 74/594,513 11/3/1994 | 1,965,203 4/2/1996 |
| US | ATB | 78/251,372 5/19/2003 | 2,825,290 11/19/2002 |
| US | ATLANTIQUE CITY | 75/612,162 12/28/1998 | 2,354,872 6/6/2000 |
| US | BANK NOTE REPORTER COMPLETE MONTHLY GUIDE FOR PAPER MONEY COLLECTORS (Stylized) | 75/770,770 8/9/1999 | 2,415,436 12/26/2000 |
| US | BIG REEL | 74/570,798 9/7/1994 | 1,916,406 9/5/1995 |
| US | BLADE | 78/257,123 6/2/2003 | 2,834,654 4/20/2004 |
| US | BLADE OF THE WORLD'S #1 KNIFE PUBLICATION | 75/862,398 12/2/1999 | 2,484,531 10/23/2001 |
| US | BLADE SHOW & INTERNATIONAL CUTLERY FAIR & Design | 75/771,994 8/9/1999 | 2,412,163 12/12/2000 |
| US | BLADE SHOW WEST | 75/771,995 8/9/1999 | 2,413,802 12/19/2000 |
| US | BLADE THE WORLD'S #1 KNIFE PUBLICATION | 75/770,766 8/9/1999 | 2,415,435 12/26/2000 |
| US | BLADE TRADE AND CUTLERY RETAILER | 75/770,763 8/9/1999 | 2,410,329 12/5/2000 |
| US | CARDTRADE OFFICIAL TRADE JOURNAL OF THE SPORTS COLLECTORS DIGEST & Design | 75/770,760 8/9/1999 | 2,410,328 12/5/2000 |
| US | CARTRIDGES OF THE WORLD | 76/219,708 3/5/2001 | 2,507,066 11/13/2001 |
| US | COIN OF THE YEAR | 76/308,481 9/4/2001 | 2,662,379 12/17/2002 |
| US | COINS | 75/770,756 8/9/1999 | 2,410,326 12/5/2000 |
| US | COLLECTOR'S MART | 74/329,166 11/5/1992 | 1,812,098 12/21/1993 |
| US | COMIC BUYER'S GUIDE | 78/392,997 3/30/2004 | 3,013,147 11/8/2005 |
| US | COMICS BUYER'S GUIDE | 73/471,737 3/16/1983 | 1,325,179 3/12/1984 |
| US | COMICS RETAILER | 74/317,400 9/28/1992 | 1,785,033 7/27/1993 |
| US | CPMX SPONSORED BY BANK NOTE REPORTER | 75/770,754 8/9/1999 | 2,491,858 9/25/2001 |
| US | CUTLERY HALL OF FAME | 76/268,745 6/8/2001 | 2,653,728 12/23/2000 |
| US | DEER & DEER HUNTING | 75/278,667 | 2,205,053 |

| COUNTRY | TRADEMARK | Serial No./Date | Reg. No./Date |
|---------|------------------------------------|--------------------------|-------------------------|
| | | 4/18/1997 | 11/24/1998 |
| US | DEER HUNTERS ALMANAC | 75/470,448 4/20/1998 | 3,122,249 8/1/2006 |
| US | DISCOVERIES | 74/584,706 10/12/1994 | 1,931,326 10/31/1995 |
| US | GOLDMINE | 76/107,881 8/11/2000 | 2,821,953 3/16/2004 |
| US | GOLDMINE'S NATIONAL RECORD SHOW | 78/257,138 6/2/2003 | 2,893,306 10/12/2004 |
| US | GUN DIGEST | 74/687,729 6/13/1995 | 2,071,054 6/17/1997 |
| US | GUN KNIFE SHOW CALENDAR | 75/770,922 8/9/1999 | 2,420,907 1/16/2001 |
| US | GUNLIST | 78/515,757 11/12/2004 | 3,045,638 1/17/2006 |
| US | GUNLIST | 78/515,766 11/12/2004 | 3,041,103 1/10/2006 |
| US | GUNS ILLUSTRATED | 76/219,564 3/5/2001 | 2,510,317 11/20/2001 |
| US | HANDLOADER'S DIGEST | 76/227,827 3/21/2001 | 2,781,122 11/11/2003 |
| US | HAWAII TRADE CONFERENCE | 78/093,178 11/14/2001 | 3,012,824 11/8/2005 |
| US | KNIFE OF THE YEAR | 75/862,391 12/2/1999 | 2,499,644 10/23/2001 |
| US | KP | 76/268,667 6/8/2001 | 2,787,967 12/2/2003 |
| US | KP SINCE 1952 | 76/269,089 6/8/2001 | 2,796,620 12/23/2003 |
| US | KRAUSE PUBLICATIONS | 76/129,960 9/18/2000 | 2,573,101 5/28/2002 |
| US | MIDAMERICA COIN EXPO | 76/117,064 8/25/2000 | 2,482,336 8/28/2001 |
| US | MILITARY TRADER | 74/599,786 11/17/1994 | 1,928,301 10/17/1995 |
| US | MILITARY VEHICLES MAGAZINE | 76/074,224 6/20/2000 | 2,565,044 4/30/2002 |
| US | NUMISMATIC NEWS | 75/271,323 4/8/1997 | 2,190,531 9/22/1998 |
| US | OLD CARS | 76/068,717 6/9/2000 | 2,522,021 12/25/2001 |
| US | POSTCARD COLLECTOR | 74/598,919 11/15/1994 | 1,966,407 4/9/1996 |
| US | SCRYE | 75/016,562 11/8/1995 | 2,104,635 10/14/1997 |
| US | SPORTS COLLECTORS DIGEST TRADE FAX | 76/266,218 6/4/2001 | 2,633,608 10/8/2002 |
| US | STANDARD CATALOG OF | 74/732,983 9/22/1995 | 2,131,629 1/27/1998 |
| US | THE ANTIQUE TRADER | 72/043,522 1/7/1958 | 687,250 10/27/1959 |
| US | THE TRAPPER & PREDATOR CALLER | 75/771,988 | 2,412,161 |

| COUNTRY | TRADEMARK | Serial No./Date | Reg. No./Date |
|---------|--|--------------------------|-------------------------|
| | | 8/9/1999 | 12/12/2000 |
| US | THE WORKBASKET | 73/400,419 10/21/1982 | 1,261,718 12/20/1983 |
| US | TOY SHOP THE TOY COLLECTOR'S MARKETPLACE | 75/771,987 8/9/1999 | 2,418,907 1/9/2001 |
| US | TOYS CARS & MODELS | 76/197,838 1/22/2001 | 2,576,870 6/4/2002 |
| US | TOYSHOP | 78/108,863 2/14/2002 | 2,652,076 11/19/2002 |
| US | TUFF STUFF | 74/185,782 7/17/1991 | 1,697,612 6/30/1992 |
| US | TURKEY & TURKEY HUNTING | 75/771,987 8/9/1999 | 2,412,160 12/12/2000 |
| US | WARMAN'S | 74/713,555 8/10/1995 | 2,004,207 10/1/1996 |
| US | WARMAN'S | 76/227,573 3/20/2001 | 2,685,479 2/11/2003 |
| US | WHITETAIL CALENDAR | 75/471,018 4/30/1998 | 2,287,402 10/19/1999 |
| US | WORLD COIN NEWS FROM THE PUBLISHER OF | 75/771,406 8/9/1999 | 2,420,911 1/16/2001 |

Reel/Frame 3172/0423

| COUNTRY | TRADEMARK | Serial No./Date | Reg. No./Date |
|---------|------------------------------|--------------------------|-------------------------|
| US | A CUP OF COMFORT | 76/329,463 10/24/2001 | 2,716,472 5/13/2003 |
| US | ADAMS MEDIA | 76/023,650 4/12/2000 | 2,499,895 10/23/2001 |
| US | ANNUAL DESIGN REVIEW | 74/138,291 2/11/1992 | 1,792,532 9/14/1993 |
| US | COLLECT.COM | 78/647,156 6/9/2005 | 3,090,393 5/9/2006 |
| US | DECORATIVE ARTIST'S WORKBOOK | 73/756,749 10/11/1988 | 1,574,828 1/2/1990 |
| US | EVERYTHING | 75/230,242 1/23/1997 | 2,379,837 8/22/2000 |
| US | EVERYTHING | 75/123,725 6/21/1996 | 2,063,316 5/20/1997 |
| US | EVERYTHING.COM | 76/410,247 5/21/2002 | 2,697,705 3/18/2003 |
| US | FAMILY TREE MAGAZINE | 75/684,171 4/16/1999 | 2,347,895 5/2/2000 |
| US | FAMILY TREE MAGAZINE | 78/655,811 6/22/2005 | 3,100,666 6/6/2006 |
| US | FASTREAD | 75/864,214 12/6/1999 | 2,592,313 7/9/2002 |
| US | HORTICULTURE | 78/285,806 | 2,869,695 |

| COUNTRY | TRADEMARK | Serial No./Date | Reg. No./Date |
|---------|--------------------------------------|--------------------------|-------------------------|
| | | 8/11/2003 | 8/3/2004 |
| US | HOW | 73/756,979 10/11/1988 | 1,602,172 6/19/1990 |
| US | ID | 74/137,990 2/11/1991 | 1,675,861 2/18/1992 |
| US | INTERNATIONAL DESIGN | 74/138,072 2/11/1991 | 1,854,601 9/20/1994 |
| US | MEMORY MAKERS | 75/054390 2/7/1996 | 2,087,043 8/12/1997 |
| US | NORTH LIGHT | 72/404,639 10/8/1971 | 949,365 12/26/1972 |
| US | PASTEL 100 | 78/299,190 9/11/2003 | 2,922,827 2/1/2005 |
| US | PASTEL JOURNAL | 78/299,154 9/11/2003 | 2,941,664 4/19/2005 |
| US | PASTEL JOURNEYS | 78/299,140 9/11/2003 | 2,962,188 7/6/2004 |
| US | PHOTOGRAPHER'S MARKET | 73/138,838 8/25/1977 | 1,109,995 12/26/1978 |
| US | POET'S MARKET | 74/267,139 4/20/1992 | 1,764,441 4/13/1993 |
| US | POPULAR WOODWORKING | 78/285,816 8/11/2003 | 2,860,386 7/6/2004 |
| US | POPULAR WOODWORKING & Design | 74/274,600 5/12/1992 | 1,743,129 12/29/1992 |
| US | PRINT | 76/486,036 1/28/2003 | 2,790,966 12/9/2003 |
| US | SONGWRITER'S MARKET | 73/218,834 6/8/1979 | 1,179,065 11/24/1981 |
| US | STREETWISE | 75/864,325 12/6/1999 | 2,417,399 1/2/2001 |
| US | THE ARTIST'S MAGAZINE | 73/461,271 1/16/1984 | 1,342,534 6/18/1985 |
| US | THE FIRST SOURCE FOR SCRAPBOOK IDEAS | 75/658,473 3/11/1999 | 2316711 2/8/2000 |
| US | THE SCRAP BOOK CLUB | 76/477,565 12/23/2002 | 2,819,160 3/2/2004 |
| US | WATERCOLOR MAGIC | 76/559,441 11/13/2003 | 2,972,364 7/19/2005 |
| US | WINDY CITY ANTIQUE SHOW CHICAGO | 76/473,928 12/10/2002 | 2,771,437 10/7/2003 |
| US | WRITER'S DIGEST | 72/297,052 5/1/1968 | 892,058 6/2/1970 |
| US | WRITER'S MARKET | 73/162,571 3/17/1978 | 1,114,093 2/27/1979 |
| US | WRITER'S YEARBOOK | 73/351,044 2/19/1982 | 1,229,696 3/8/1983 |

Reel/Frame 3172/0828

| COUNTRY | TRADEMARK | Serial No./Date | Reg. No./Date |
|---------|---------------------------------------|-------------------------|------------------------|
| US | DESIGN | 78/267,570 6/26/2003 | 2,877,437 8/24/2004 |
| US | INTERNATIONAL GIFT & COLLECTIBLE EXPO | 78/158,872 8/28/2002 | 2,862,501 7/13/2004 |
| US | SPORTSFEST | 76/234,075 4/2/2001 | 2,597,582 7/23/2002 |

Reel/Frame 3938/0856

| COUNTRY | TRADEMARK | Serial No./Date | Reg. No./Date |
|---------|---------------|-------------------------|-------------------------|
| US | SOUTHWEST ART | 73/438,768 8/11/1993 | 1,305,863 11/20/1984 |
| US | SOUTHWEST ART | 73/442,632 9/6/1983 | 1,305,865 11/20/1984 |

Reel/Frame 3961/0203

| COUNTRY | TRADEMARK | Serial No./Date | Reg. No./Date |
|---------|--------------------------------|--------------------------|-------------------------|
| US | ARTIST'S SKETCHBOOK | 76/559,442 11/13/2003 | 3,107,254 6/20/2006 |
| US | COLLECT.COM FIND WHAT YOU KEEP | 77/262,632 8/23/2007 | 3,418,044 4/29/2008 |
| US | EVERYTHING KIDS' | 77/056,940 12/5/2006 | 3,438,862 6/3/2008 |
| US | EVERYTHING PARENT'S GUIDES | 77/057,069 12/5/2006 | 3,429,265 5/20/2008 |
| US | I CAN DO THAT | 77/150,279 4/5/2007 | 3,481,583 8/5/2008 |
| US | I IMPACT | 77/120,526 3/2/2007 | 3,400,856 3/25/2008 |
| US | IDEAS TO GROW YOUR BUSINESS | 77/056,169 12/4/2006 | 3,289,883 9/11/2007 |
| US | IMPACT | 77/128,008 3/12/2007 | 3,400,875 3/25/2008 |
| US | P PLATINUM PRESS | 78/509,882 11/2/2004 | 3,199,524 1/16/2007 |
| US | P PROVENANCE PRESS | 78/509,890 11/2/2004 | 3,083,799 4/18/2006 |
| US | PLATINUM PRESS | 78/509,880 11/2/2004 | 3,096,764 5/23/2006 |
| US | POLKA DOT PRESS | 78/509,885 11/2/2004 | 3,155,001 01/10/2006 |
| US | POLKA DOT PRESS | 78/509,884 11/2/2004 | 3,155,000 10/10/2006 |
| US | PROVENANCE PRESS | 78/406,973 | 3,088,510 |

| COUNTRY | TRADEMARK | Serial No./Date | Reg. No./Date |
|---------|----------------------|--------------------------|-----------------------|
| | | 4/23/2004 | 5/2/2006 |
| US | SCRAPBOOK RETAILER | 77/042,201 11/13/2006 | 3,364,367 1/8/2008 |
| US | WOODWORKING MAGAZINE | 78/703,136 8/30/2005 | 3,091,780 5/9/2006 |

Reel/Frame 3961/0188

| COUNTRY | TRADEMARK | Serial No./Date | Reg. No./Date |
|---------|---------------------------------|--------------------------|-------------------------|
| US | ANTIQUES & COLLECTIBLES JOURNAL | 77/064,510 12/14/2006 | 3,354,569 12/11/2007 |
| US | COMICS & GAMES RETAILER | 77/472,315 5/12/2008 | 3,553,716 12/30/2008 |
| US | COMICS BUYER'S GUIDE | 78/868,672 4/26/2006 | 3,293,878 9/18/2007 |
| US | COMICS BUYER'S GUIDE | 78/868,745 4/25/2006 | 3,324,175 10/30/2007 |
| US | COTTON & QUAIL ANTIQUE GAZETTE | 78/852,426 4/3/2006 | 3,260,515 7/10/2007 |
| US | FRAME BUILDING NEWS | 78/910,216 6/16/2006 | 3,229,797 4/17/2007 |
| US | GD | 77/107,849 2/14/2007 | 3,285,425 8/28/2007 |
| US | GUN DIGEST | 77/043,194 11/14/2006 | 3,284,836 8/28/2007 |
| US | METAL ROOFING MAGAZINE | 78/910,931 6/19/2006 | 3,236,919 5/1/2007 |
| US | MILITARY TRADER | 77/056,099 11/13/2006 | 3,285,264 1/8/2008 |
| US | NUMISMASTER | 78/943,980 8/3/2006 | 3,386,920 2/19/2008 |
| US | NUMISMASTER.COM | 77/976,263 8/10/2007 | 3,550,217 12/23/2008 |
| US | RURAL BUILDER | 78/924,176 7/7/2006 | 3,229,943 4/17/2007 |