

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<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>
Discover Media LLC		09/15/2010	LIMITED LIABILITY COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Kalmbach Publishing Co.		
<b>Street Address:</b>	21027 Crossroads Circle		
<b>City:</b>	Waukesha		
<b>State/Country:</b>	WISCONSIN		
<b>Postal Code:</b>	53186		
<b>Entity Type:</b>	CORPORATION: WISCONSIN		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3162469	DISCOVER	
<b>Registration Number:</b>	1208251	DISCOVER	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(262)783-1211		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	262 783-1300		
<b>Email:</b>	rkmp@rkmiplaw.com		
<b>Correspondent Name:</b>	Laura A. Dable		
<b>Address Line 1:</b>	Ryan Kromholz & Manion, S.C.		
<b>Address Line 2:</b>	P O Box 26618		
<b>Address Line 4:</b>	Milwaukee, WISCONSIN 53226-0618		
<b>ATTORNEY DOCKET NUMBER:</b>	4149.21564; 4149.21565		
<b>NAME OF SUBMITTER:</b>	Laura A. Dable		
<b>Signature:</b>	/Laura A. Dable/		

OP \$65.00 3162469

Date:

05/19/2011

**Total Attachments: 7**

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## TRADEMARK ASSIGNMENT

WHEREAS, DISCOVER MEDIA LLC, a Delaware limited liability company ("Assignor"), is the current owner of record of the trademark registrations and all associated rights listed on the attached Schedule A (the "Marks"); and

WHEREAS, Kalmbach Publishing Co., a Wisconsin corporation ("Assignee"), whose address is 21027 Crossroads Circle, Waukesha, Wisconsin 53187, wishes to acquire the Marks together with the goodwill of the business in connection with which the Marks are used;

WHEREAS, Assignor and Assignee are parties to a certain Asset Purchase and Sale Agreement dated as of July 30, 2010 (the "Purchase Agreement"), pursuant to the terms of which Assignor agreed to assign the Assignor's trademarks, including those listed in the attached Schedule A, to Assignee;

NOW, THEREFORE, in consideration of the foregoing and other valuable and legally sufficient consideration, the receipt of which is hereby acknowledged, Assignor does hereby sell, assign and transfer to Assignee, and Assignee does hereby accept, Assignor's entire right, title and interest in and to the Marks, 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, together with the goodwill of the business to which the Marks pertain, as well as all rights of enforcement and recovery for past infringement or unauthorized use of the Marks.

Assignor further agrees to cooperate with Assignee, including performance of any actions, and the execution and delivery of any documents necessary or appropriate to give effect to the intent and terms of this Trademark Assignment, in each case as may be reasonably requested by Assignee.

The execution and delivery of this Assignment shall not, in any way, affect or limit the rights and obligations of Assignors and Assignee under, or enlarge, restrict or otherwise modify the terms of the Purchase Agreement.

This Agreement may be executed in counterpart copies and receipt by facsimile or portable document format transmission of executed copies will be legally binding.

IN WITNESS WHEREOF, the parties hereto have, through their duly authorized representatives, executed this Trademark Assignment.

**DISCOVER MEDIA LLC**

**KALMBACH PUBLISHING CO.**

By:   
Henry Donahue  
Chief Executive Officer

By:   
Gerald B. Boettcher  
President

September 15, 2010

September 15, 2010

SCHEDULE A  
TRADEMARKS

Country	Mark	Reg. No.	Reg. Date	Goods/Services	Status
Brazil	DISCOVER and DESIGN <b>DISCOVER</b>	811876918	4/29/1986	Class 11, 10 - Newspapers, magazines and periodical publications in general.	Registered. Renewal due 4/29/2016.
Canada	DISCOVER	456327	8/30/1991	Class 16 - Printed publications namely a magazine dealing with science and technology.	Registered. Renewal due 8/30/2021.
Czech Republic	DISCOVER	00114811	9/23/1997	Class 16 - Magazines.	Registered. Renewal due 9/16/2016.
Dominican Republic	DISCOVER	93858	11/15/1997	Class 16 - Printed matter, paper and cardboard, stationery, office requisites, ink, bookbinding materials.	Registered. Renewal due 11/15/2017.
El Salvador	DISCOVER	00045	3/7/2001	Class 16 - Periodical magazine about science.	Registered. Renewal due 3/7/2011.
France	DISCOVER and DESIGN <b>DISCOVER</b>	1602117	7/12/1980	Class 16 - Paper, cardboard and product substances, not included in other classes; printed matter; book binding material; photographs; stationery; adhesive for stationery (adhesive substances) or household; material for artists; paintbrushes; thing for writing and office requisites (except furniture); teaching materials or teaching (except apparatus); plastics for packaging (not included in other classes); playing cards; printing type; cliches.	Registered. Renewal due 7/12/2020.
France	DISCOVER and DESIGN <b>DISCOVER</b>	3040155	7/11/2000	Class 16 - Paper and cardboard (unworked, semi-worked or for stationery); printed matter; stationery products; bookbinding material; photographs; stationery; adhesives (gluing materials for stationery or household purposes); art supplies; paintbrushes; typewriters and office	Registered. Renewal due 7/10/2020.

Country	Mark	Reg. No.	Reg. Date	Goods/Services	Status
Germany	DISCOVER and DESIGN DISCOVER	1015263	3/11/1981	<p>requisites (except furniture); teaching and training material (except apparatus); plastic materials for packaging purposes, i.e., bags, pouches and packing sheets; playing cards; printing type; printing blocks; cardboard articles, printed matter, books, newspapers, publications, periodicals, manuals; toilet paper; paper napkins and tissues; diapers of paper and cellulose (except those for incontinence); paintings (pictures) and engravings; wrapping paper; bags, pouches and packing sheets made of paper or plastic; files (office requisites); children's activity books, coloring books, story books, school supplies, pens, pencils, cards; pen and pencil cases, calendars, writing paper, gift-wrapping paper, markers, confetti, theater sets, paper table cloths, luminous paper, paper garlands, paper costumes, masks; posters; inking pads, stickers (stationery); card games; modeling clay.</p> <p>Class 16 - Paper, card (cardboard), paper goods and cardboard goods (as far as included in Class 16); publications, newspapers and magazines, books; book binding articles, namely cord and cloth and other materials for binding books; photographs; stationery adhesives (for paper goods and stationery), artists' materials, namely drawing, painting and modelling materials; paintbrushes; typewriters, office requisites, namely office equipment (with the exception of furniture) and office machines (as far as included in Class 16); instructional materials (with the exception of apparatus), also suitable as teaching materials; playing cards; printers' type, printing blocks.</p>	Registered; Renewal due 7/31/2020.
Great Britain	DISCOVER	2305426	6/6/2003	<p>Class 16 - Printed publications; periodical publications; books; booklets; magazines; catalogues; pamphlets; brochures; news sheets; stationery; instructional and teaching material</p>	Registered. Renewal due 7/16/2012.

Country	Mark	Reg. No.	Reg. Date	Goods/Services	Status
				(other than apparatus); writing instruments; chalk; pens, pencils, crayons; erasers; rulers; pencil sharpeners; pen and pencil boxes and cases; pencil holders; posters; photographs; photograph albums; ring binders; bookends; bookmarks; folders; notebooks; notepads; diaries; calendars; postcards; greetings cards; gift cards; drawings (graphic); stickers; transfers (decalcomanias); stencils; parts and fittings for all the aforesaid goods.	
Greece	DISCOVER	Application No. 152096	12/15/2006	Class 16: Magazines, printed matter, books, newspapers.	Pending.
Hungary	DISCOVER	150075	8/28/1996	Class 16: Paper, cardboard and goods made from these materials, not included in other classes; printed matter, bookbinding material; photographs; stationery, adhesives for stationery or household purposes; artists' materials; paint brushes; typewriters and office requisites (except furniture); instructional and teaching material (except apparatus); plastic materials for packaging (not included in other classes); playing cards; printers' type; printing blocks.	Registered. Renewal due 8/28/2016.
India	DISCOVER and DESIGN <b>DISCOVER</b>	365541B	8/30/1980	Class 16: Paper and paper articles, cardboard and cardboard articles, printed matter, newspapers and periodicals, books, book-binding material, photographs, stationery, adhesive materials (stationery), artists materials, paint brushes, typewriters and office requisites (other than furniture), instructional and teaching material (other than apparatus), playing cards, printers type and clichés (stereotype).	Registered. Renewal due 8/30/2018.
Mexico	DISCOVER	498798	7/26/1995	Class 9 - Scientific, nautical, surveying, electric, photographic, cinematographic, optical, weighing, measuring, signaling, checking (supervision), life-saving and teaching apparatus and instruments; apparatus for recording, transmission or reproduction of sound or images; magnetic data	Registered. Renewal due June 5, 2015.

Country	Mark	Reg. No.	Reg. Date	Goods/Services	Status
				carriers, recording discs; automatic vending machines and mechanisms for coin-operated apparatus; cash registers, calculating machines, data processing equipment and computers; fire-extinguishing apparatus; especially videocassettes, audiocassettes and computer programs.	
Mexico	DISCOVER	597131	1/8/1999	Class 28 - Game machines, coin-operated automatic machines; kaleidoscopes. Class 16 - Revista científica de publicación periódica para todo público, excluyendo cuadernos, libretas, blocks para escritura, hojas de papel para escritura, hojas de papel para fotocopiado, carpetas para escritura, lápices, tapicera y plumas para escribir.	Registered. Renewal due June 5, 2015.
Norway	DISCOVER	210219	9/6/2001	Class 16: Printed matter, magazines (periodicals).	Registered. Renewal due 9/6/2011.
Panama	DISCOVER	89443	8/18/1999	Class 16: Papel, carton y articulos de estas materias, no comprendidos en otras clases; productos de imprenta; articulos de encuadernacion; fotografias; papeleria; adhesivos (pegamentos) para la papeleria o la casa; material para artistas; pinceles; maquinas de escribir y articulos de oficina (excepto muebles); material de instruccion o de enseñanza (excepto aparatos); materias plasticas para embalaje (no comprendidos en otras clases); naipes; caracteres de imprenta; cliches; revistas de interes general relacionadas especialmente con la ciencia.	Registered. Renewal due 8/18/2017.
Paraguay	DISCOVER	202250	4/17/1998	Class 16 - General interest magazines, focusing on science.	Registered. Renewal due 4/17/2018.
Peru	DISCOVER	41993	12/16/1997	Class 16: Papel y articulos de papel, carton y articulos de carton; impresos, diarios y periodicos, libros; articulos de encuadernacion; fotografias.	Registered. Renewal due 12/16/2017.



Country	Mark	Reg. No.	Reg. Date	Goods/Services	Status
				papelería, materias adhesivas (para papelería); materiales para artistas; pinceles; máquinas de escribir y de oficina (excepto muebles); material de instrucción o de enseñanza (excepto aparatos); naipes; caracteres de imprenta; clisés y demás.	
Poland	DISCOVER	113411	2/11/2000	Class 16 - Magazines.	Registered. Renewal due 9/15/2016.
Puerto Rico	DISCOVER	42856	4/15/1998	Class 16 - General interest magazine focusing on science.	Registered. Renewal due 4/15/2018.
U.S.	DISCOVER	1,208,251	9/14/1982	Class 16 - Periodical magazine about science.	Registered. Renewal due 9/14/2012.
U.S.	DISCOVER	3,162,469	10/24/2006	Class 41 - Online magazine providing news, information and features in the field of science via the Internet.	Registered. Renewal due 10/24/2016.

TRADEMARK

REEL: 004544 FRAME: 0509

RECORDED: 05/19/2011