

## TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT																
NATURE OF CONVEYANCE:	Corrective Assignment to correct the Assignor and Assignee previously recorded on Reel 004910 Frame 0176. Assignor(s) hereby confirms the Second Lien Security Interest.																
CONVEYING PARTY DATA																	
<table border="1"> <thead> <tr> <th>Name</th> <th>Formerly</th> <th>Execution Date</th> <th>Entity Type</th> </tr> </thead> <tbody> <tr> <td>Aspire Media, LLC</td> <td></td> <td>10/24/2012</td> <td>LIMITED LIABILITY COMPANY: DELAWARE</td> </tr> </tbody> </table>				Name	Formerly	Execution Date	Entity Type	Aspire Media, LLC		10/24/2012	LIMITED LIABILITY COMPANY: DELAWARE						
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<table border="1"> <tr> <td>Name:</td> <td>The Bank of New York Mellon</td> </tr> <tr> <td>Street Address:</td> <td>600 East Las Colinas Blvd.</td> </tr> <tr> <td>Internal Address:</td> <td>Suite 1300</td> </tr> <tr> <td>City:</td> <td>Irving</td> </tr> <tr> <td>State/Country:</td> <td>TEXAS</td> </tr> <tr> <td>Postal Code:</td> <td>75039</td> </tr> <tr> <td>Entity Type:</td> <td>Banking Corporation: NEW YORK</td> </tr> </table>				Name:	The Bank of New York Mellon	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
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CORRESPONDENCE DATA																	
<p>Fax Number: 5132416234  <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i></p> <p>Phone: 513-241-2324        Email: lkrafte@whe-law.com        Correspondent Name: Lori Krafte        Address Line 1: 441 Vine Street        Address Line 2: 2700 Carew Tower        Address Line 4: Cincinnati, OHIO 45202</p>																	
NAME OF SUBMITTER:	Lori Krafte																

OP \$65.00 4128976

Signature:	/Lori Krafte/
Date:	12/06/2012
Total Attachments: 8 source=Second Lien Security Interest#page1.tif source=Second Lien Security Interest#page2.tif source=Second Lien Security Interest#page3.tif source=Second Lien Security Interest#page4.tif source=Second Lien Security Interest#page5.tif source=Second Lien Security Interest#page6.tif source=Cover Sheet#page1.tif source=Cover Sheet#page2.tif	

GRANT OF SECOND LIEN  
SECURITY INTEREST IN TRADEMARK RIGHTS

This GRANT OF SECOND LIEN SECURITY INTEREST IN TRADEMARK RIGHTS ("Agreement"), effective as of October 24, 2012 is made by ASPIRE MEDIA, LLC, a Delaware limited liability company (the "Additional Grantor"), in favor of THE BANK OF NEW YORK MELLON, as Administrative Agent (the "Agent") for the several banks and other financial institutions (the "Purchasers"), parties to the Note Purchase Agreement referred to below.

WITNESSETH:

WHEREAS, New Publishing Holdings, Inc. ("Holdings"), F+W Media, Inc. (the "Issuer"), the Purchasers, and the Agent have entered into a Note Purchase Agreement, dated as of June 9, 2010 (as amended, supplemented or otherwise modified from time to time, the "Note Purchase Agreement");

WHEREAS, in connection with the Note Purchase Agreement, Holdings, the Issuer and certain of its Affiliates (other than the Additional Grantor) have entered into the Second Lien Guarantee and Collateral Agreement, dated as of June 9, 2010 (as amended, supplemented or otherwise modified from time to time, the "Second Lien Guarantee and Collateral Agreement"), in favor of the Agent for the benefit of the Purchasers;

WHEREAS, Section 4.10(c) of the Note Purchase Agreement requires the Additional Grantor to become a party to the Second Lien Guarantee and Collateral Agreement and, accordingly, the Additional Grantor has become a party to the Second Lien Guarantee and Collateral Agreement by executing and delivering an Assumption Agreement dated as of October \_\_, 2012 (the "Assumption Agreement");

WHEREAS, pursuant to the Assumption Agreement, the Additional Grantor pledged and granted to the Agent for the benefit of the Agent and the Purchasers a continuing security interest in all Intellectual Property, including the Trademarks; and

WHEREAS, the Additional Grantor has duly authorized the execution, delivery and performance of this Agreement;

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, and in order to induce the Purchasers to make Loans and other financial accommodations to the Issuer pursuant to the Note Purchase Agreement, the Additional Grantor agrees, for the benefit of the Agent and the Purchasers, as follows:

SECTION 1. Definitions. Unless otherwise defined herein or the context otherwise requires, terms used in this Agreement, including its preamble and recitals, have the meanings provided or provided by reference in the Note Purchase Agreement and the Second Lien Guarantee and Collateral Agreement.

SECTION 2. Grant of Security Interest. The Additional Grantor hereby grants a continuing security interest in all of the Additional Grantor's right, title and interest in, to and

under the Trademarks (including, without limitation, those items listed on Schedule A hereto) (collectively, the "Trademark Collateral"), to the Agent for the benefit of the Agent and the Purchasers to secure the prompt and complete payment and performance when due of the Obligations. Notwithstanding the foregoing, applications in the United States Patent and Trademark Office to register trademarks or service marks on the basis of any Grantor's "intent to use" such trademarks or service marks will not be deemed to be Trademark Collateral unless and until a "Statement of Use" or "Amendment to Allege Use" has been filed and accepted in the United States Patent and Trademark Office, whereupon such application shall be automatically subject to the security interest granted herein and deemed to be included in the Trademark Collateral.

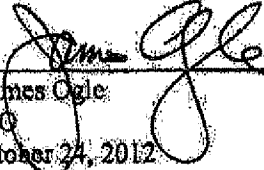
SECTION 3. Purpose. This Agreement has been executed and delivered by the Additional Grantor for the purpose of recording the grant of security interest herein with the United States Patent and Trademark Office. The security interest granted hereby has been granted to the Purchasers in connection with the Assumption Agreement and the Second Lien Guarantee and Collateral Agreement and is expressly subject to the terms and conditions thereof. The Assumption Agreement and the Second Lien Guarantee and Collateral Agreement (and all rights and remedies of the Purchasers thereunder) shall remain in full force and effect in accordance with their terms.

SECTION 4. Acknowledgment. The Additional Grantor does hereby further acknowledge and affirm that the rights and remedies of the Purchasers with respect to the security interest in the Trademark Collateral granted hereby are more fully set forth in the Note Purchase Agreement and the Second Lien Guarantee and Collateral Agreement. In the event of any conflict between the terms of this Agreement and the terms of the Second Lien Guarantee and Collateral Agreement, the terms of the Second Lien Guarantee and Collateral Agreement shall govern.


SECTION 5. Counterparts. This Agreement may be executed in counterparts, each of which will be deemed an original, but all of which together constitute one and the same original.

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

ASPIRE MEDIA, LLC

By:   
Name: James Cagle  
Title: CFO  
Date: October 24, 2012

THE BANK OF NEW YORK MELLON,  
as Administrative Agent for the Purchasers

By:   
Name: MELINDA VALENTINE  
Title: VICE PRESIDENT  
Date: November 14, 2012

[Signature Page to Grant of Second Lien Security Interest in Trademark Rights]

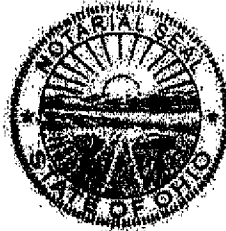
ACKNOWLEDGEMENT OF ADDITIONAL GRANTOR

STATE OF Ohio )  
COUNTY OF Hamilton )<sup>SS</sup>

James Dafe On the 24<sup>TH</sup> day of October, 2012, before me personally came James Dafe, who is personally known to me to be the CFO of ASPIRE MEDIA, LLC, a Delaware limited liability company, who, being duly sworn, did depose and say that she/he is the CFO in such limited liability company, the limited liability company described in and which executed the foregoing instrument; that she/he executed and delivered said instrument pursuant to authority given by the Members of such limited liability company; and that she/he acknowledged said instrument to be the free act and deed of said limited liability company.

Julie A. Wallace  
Notary Public

(PLACE STAMP AND SEAL ABOVE)



Julie A. Wallace  
Notary Public, State of Ohio  
My Commission Expires 09-13-2017

[Acknowledgment to Grant of Second Lien Security Interest in Trademark Rights]

ACKNOWLEDGEMENT OF ADMINISTRATIVE AGENT

STATE OF TEXAS        )  
                                  ) SS  
COUNTY OF DALLAS    )

On the 14<sup>th</sup> day of November, 2012, before me personally came Melinda Valentine, who is personally known to me to be the Vice President of THE BANK OF NEW YORK MELLON, a New York banking corporation, who, being duly sworn, did depose and say that she/he is the Vice President in such corporation, the corporation described in and which executed the foregoing instrument; that she/he executed and delivered said instrument pursuant to authority given by the Board of Directors of such corporation; and that she/he acknowledged said instrument to be the free act and deed of said corporation.



Melissa K. Fletcher  
Notary Public

(PLACE STAMP AND SEAL ABOVE)

[Acknowledgment to Grant of Second Lien Security Interest in Trademark Rights]

**SCHEDULE A (Aspire Media, LLC)**

**U.S. Trademark Registrations and Applications**

COUNTRY	TRADEMARK	Serial No.	Reg. No.	STATUS
U.S.A.	MAKE TIME FOR YARN EVERY DAY	77/979,107	3,794,932	Registered
U.S.A.	MAKE TIME FOR YARN EVERY DAY	77/461,090	4,128,976	Registered

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	Second Lien Security Interest		
<b>CONVEYING PARTY DATA</b>			
	<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>
	The Bank of New York Mellon		10/24/2012
			Banking Corporation: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Aspire Media, LLC		
<b>Street Address:</b>	201 East 4th Street		
<b>City:</b>	Loveland		
<b>State/Country:</b>	COLORADO		
<b>Postal Code:</b>	80537		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
	<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>
	Registration Number:	3794932	MAKE TIME FOR YARN EVERY DAY
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<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	5132416234		
<b>Phone:</b>	513-241-2324		
<b>Email:</b>	lkrafte@whe-law.com		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
<b>Correspondent Name:</b>	Lori Krafte		
<b>Address Line 1:</b>	441 Vine Street		
<b>Address Line 2:</b>	2700 Carew Tower		

Address Line 4: Cincinnati, OHIO 45202

NAME OF SUBMITTER:	Lori Krafte
Signature:	/Lori Krafte/
Date:	11/30/2012

**Total Attachments: 6**

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**RECEIPT INFORMATION**

ETAS ID: TM252572  
Receipt Date: 11/30/2012  
Fee Amount: \$65