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To the Honorable Commissioner of Patents and Trademarks

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thereof.

1. Name of conveying party(ies):

MSO IP Holdings, Inc.
11100 Santa Monica Boulevard, Suite 600
Los Angeles, California 90025

6-13-02

- Individual(s) U.S.
- General Partnership
- Corporation
- Other:

- Association
- Limited Partnership

Additional name(s) of conveying parties attached? Yes No

2. Name and address of receiving party(ies):

Martha Stewart Living Omnimedia, Inc.
11 West 42nd Street
New York, New York 10036

- Individual(s) Citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation - Delaware
- 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(s) attached: Yes No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other:
- Merger
- Change of Name

Effective Date: May 13, 2002

4. Application number(s) or registration number(s):

A. Trademark Application No.(s) 76375826

Trademark Registration No.(s)

See attached Schedule A

Additional Numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Howard Shire, Esq.
Address: KENYON & KENYON
One Broadway
New York, New York 10004

6. Total number of applications and registrations involved: 35

- 7. Total fee (37 C.F.R. 3.41) \$890.00
- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number: 11-0600

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02 FC:482 850.00 CH

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Jean Pelkowski

Name of Person Signing

Jean Pelkowski
Signature

5/16/02
Date

Total number of pages comprising cover sheet:

OMB No. 0651-0011 (exp. 4/94)

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Commissioner of Patents and Trademarks
Box Assignments
Washington DC 20231

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TRADEMARK

REEL: 002529 FRAME: 0304

SCHEDULE A

TRADEMARK	APPLICATION NUMBER
EVERYDAY AFTERSCHOOL - Cl. 16	76/375,826
EVERYDAY FOOD - Cl. 21	76/323,217
EVERYDAY AFTERSCHOOL - Cl. 41	76/375,825
EVERYDAY FOOD BY MARTHA STEWART - Cl. 21	76/323,224
EVERYDAY FOOD - Cl. 16	76/323,221
EVERYDAY FOOD BY MARTHA STEWART - Cl. 29	76/323,339
EVERYDAY FOOD - Cl. 41	76/323,342
EVERYDAY FOOD BY MARTHA STEWART - Cl. 6	76/324,048
EVERYDAY FOOD - Cl. 35	76/323,209
EVERYDAY FOOD BY MARTHA STEWART - Cl. 41	76/323,797
EVERYDAY FOOD - Cl. 30	76/323,796
EVERYDAY FOOD - Cl. 42	76/323,793
EVERYDAY FOOD BY MARTHA STEWART - Cl. 3	76/323,443
EVERYDAY FOOD - Cl. 6	76/323,219
EVERYDAY FOOD BY MARTHA STEWART - Cl. 16	76/323,341
EVERYDAY FOOD - Cl. 29	76/323,340
EVERYDAY FOOD BY MARTHA STEWART - Cl. 42	76/323,182
EVERYDAY FOOD - Cl. 3	76/323,218
EVERYDAY FOOD BY MARTHA STEWART - Cl. 30	76/323,223
EVERYDAY FOOD BY MARTHA STEWART - Cl. 35	76/323,222
FROM MARTHA'S HOME - Cl. 41	76/298,192
FROM MARTHA'S GARDEN - Cl. 41	76/298,191
LILY POND - Cl. 20	76/337,179
MARTHA STEWART EVERYDAY GARDEN - Cls. 1 & 31	76/276,422

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MARTHA STEWART EVERYDAY GARDEN - Cls. 18, 20 & 22	76/278,433
MARTHA STEWART'S REGISTRY - Cl. 41	76/323,798
MARTHA STEWART'S REGISTRY - Cl. 35	76/323,220
MARTHA STEWART EVERYDAY GARDEN - Cl. 8	76/276,423
MYORGANIZER - Cl. 9	76/261,488
SKYLANDS - Cl. 20	76/337,183
SUEHIRO - Cl. 36	76/361,116
SUEHIRO - Cl. 35	76/361,118
THE REGISTRY - Cl. 41	76/323,216
THE REGISTRY - Cl. 35	76/323,215
TURKEY HILL - Cl. 20	76/337,180

NY01 466655 v 1

TRADEMARK ASSIGNMENT

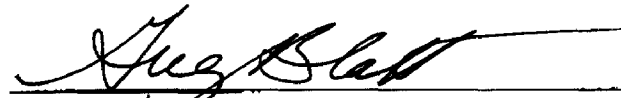
WHEREAS, MSO IP HOLDINGS, INC., a corporation organized and existing under the laws of the state of California, having a place of business at 11100 Santa Monica Boulevard, Suite 600, Los Angeles, California 90025 (hereinafter called the "ASSIGNOR") is the owner of the trademarks and trademark applications set forth on the attached Schedule A (collectively "the Trademarks").

AND WHEREAS, MARTHA STEWART LIVING OMNIMEDIA, INC., a corporation organized and existing under the laws of the state of Delaware, having a place of business at 11 West 42rd Street, New York, NY 10036 (hereinafter called the "ASSIGNEE"), is desirous of acquiring all right, title and interest in and to the said Trademarks, including the registrations thereof.

NOW, THEREFORE, to all whom it may concern, be it known that for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the ASSIGNOR by these presents does hereby sell, transfer, convey and assign unto the ASSIGNEE its successors and assigns, all right, title and interest in and to the trademarks, and the goodwill of the business appertaining thereto and which is symbolized thereby, together with the right to recover for the past infringements thereof.

MSO IP HOLDINGS, INC.

13 day of May, 2002


Name: Greg Blatt
Title: Executive Vice President

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