

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
PRIMEDIA MAGAZINE FINANCE INC.		05/30/2003	CORPORATION: DELAWARE
PRIMEDIA SPECIALTY GROUP INC.		05/30/2003	CORPORATION: DELAWARE
COVER CONCEPTS MARKETING SERVICES, LLC		05/30/2003	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	HEARST MAGAZINES PROPERTY, INC.
Street Address:	2 SOUND VIEW DRIVE
City:	GREENWICH
State/Country:	CONNECTICUT
Postal Code:	06830
Entity Type:	CORPORATION: NEVADA

PROPERTY NUMBERS Total: 10

Property Type	Number
Registration Number:	2241381
Registration Number:	2429002
Registration Number:	2427686
Registration Number:	2558599
Registration Number:	0411294
Registration Number:	2523413
Registration Number:	2173134
Registration Number:	2173130

CH \$265.00 2241381

Registration Number:	0789364
Registration Number:	2384329

CORRESPONDENCE DATA

Fax Number: (212)878-8375
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: (212) 878-8000
Email: trademark.group@cliffordchance.com
Correspondent Name: Clifford Chance US LLP
Address Line 1: 200 Park Avenue
Address Line 4: New York, NEW YORK 10166

ATTORNEY DOCKET NUMBER:	5330/237
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NAME OF SUBMITTER:	Christine F. Benton
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Total Attachments: 4
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source=PRIMEDIA - HEARST MAGAZINES PROPERTY - ASSIGNMENT 2.tif
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TRADEMARK ASSIGNMENT

TRADEMARK ASSIGNMENT, made as of May 30, 2003, between PRIMEDIA Magazine Finance Inc., a Delaware corporation ("PMF"), PRIMEDIA Specialty Group Inc., a Delaware corporation ("PSG") and Cover Concepts Marketing Services, LLC, a Delaware limited liability company ("Cover Concepts"; and, together with PMF and PSG, "Assignors") and Hearst Magazines Property, Inc., a Nevada corporation ("Assignee").

WHEREAS, Assignors have adopted, used, are using and are the sole and exclusive owners of trademarks, service marks and trade names used solely in connection with the Businesses, including those listed on Schedule A attached hereto (collectively, the "Marks") and are the owners of the registrations and pending applications listed on Schedule A;

WHEREAS, Assignee desires to acquire any and all rights that Assignors may have in and to the Marks and the registrations and applications thereof together with the goodwill of the business in connection with which Marks are used; and

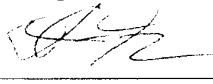
WHEREAS, Assignors and Assignee, among others, have executed an Asset Purchase Agreement dated as of April 23, 2003 (the "Agreement"), pursuant to which Assignee and its affiliates are acquiring certain assets from Assignors and their affiliates;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignors hereby sell, assign and transfer to Assignee, its successors and assigns, absolutely and forever, their entire right, title and interest, whether statutory or at common law, in and to the Marks throughout the world, together with the goodwill of the business symbolized by them, and all registrations and pending applications therefor, including but not limited to all causes of action and the right to bring any cause of action relating to any and all previously occurring acts involving the rights being assigned and the right to receive and retain the proceeds relating to those causes of action or the settlement of such causes of action. Assignors agree to execute any further papers and to do such other acts as may be necessary and proper to vest full rights, title and interest in and to the Marks in the Assignee.

IN WITNESS WHEREOF, Assignors and Assignee have executed this Trademark Assignment as of the date first written above.

PRIMEDIA Magazine Finance Inc.

PRIMEDIA Specialty Group Inc.

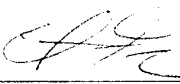
By: 

By: 

Name: Christopher A. Fraser
Title: Senior Vice President

Name: Christopher A. Fraser
Title: Senior Vice President

Cover Concepts Marketing Services, LLC

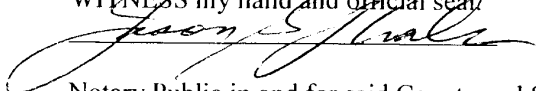
By: 

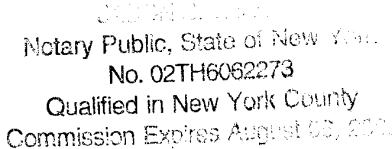
Name: Christopher A. Fraser
Title: Senior Vice President

STATE OF) *New York*
COUNTY OF) *New York*

On *May 30*, 2003 before me, *Jason Thaler*, personally appeared *Chris Fraser*, personally known to me (or proved to me on the basis of satisfactory evidence) to be the persons whose names are subscribed to the within instrument and acknowledged to me that they executed the same in their authorized capacity, and that by their signature on the instrument the persons, or the entity upon behalf of which the persons acted, executed the instrument.

WITNESS my hand and official seal


Notary Public in and for said County and State


Notary Public, State of New York
No. 02TH6062273
Qualified in New York County
Commission Expires August 03, 2005

Agreed to and Accepted by:

HEARST MAGAZINES PROPERTY, INC.

By: _____

Name:

James M. Asher

Title:

Vice President

SCHEDULE A

TRADEMARK SCHEDULE

Assignee - Hearst Magazine Property, Inc.

<u>Owner</u>	<u>Former Owner</u>	<u>Country</u>	<u>Trademark</u>	<u>Req. No.</u>	<u>Req. Date</u>	<u>Serial No.</u>	<u>Filing Date</u>	<u>Class</u>	<u>Status</u>
PRIMEDIA Magazine Finance Inc.		US	BEN'S LIFE	2,241,381	4/20/99	75-389,172	11/12/97	16	Registered
PRIMEDIA Magazine Finance Inc.		US	JR	2,429,002	2/13/01	75-833,385	10/27/99	16	Registered
PRIMEDIA Magazine Finance Inc.		US	JUNIOR RESOURCE	2,427,686	2/6/01	75-833,386	10/27/99	16	Registered
PRIMEDIA Magazine Finance Inc.		US	SEVENTEEN	2,558,599	4/9/02	76-242,690	4/18/01	16	Registered
PRIMEDIA Magazine Finance Inc.		US	SEVENTEEN (Stylized)	411,294	1/9/45	71-473,518	8/22/44	16	Renewed
PRIMEDIA Magazine Finance Inc.		US	TURNING SEVENTEEN	2,523,413	12/25/01	75-928,685	2/28/00	16	Registered
PRIMEDIA Specialty Group Inc.	Petersen Publishing Company LLC	US	TEEN	2,173,134	7/14/98	75-345,405	8/22/97	16	Registered
PRIMEDIA Specialty Group Inc.	Petersen Publishing Company LLC	US	TEEN (Stylized)	2,173,130	7/14/98	75-345,290	8/22/97	16	Registered
PRIMEDIA Specialty Group Inc.	Petersen Publishing Company LLC	US	TEEN (Stylized)	789,364	5/11/65	72-142,376	5/16/62	16	Renewed
PRIMEDIA Specialty Group Inc.	Petersen Publishing Company LLC	US	TEEN EN ESPANOL	2,384,329	9/5/2000	75-603,662	12/11/98	16	Registered; Supplemental

RECORDED: 06/23/2003

TRADEMARK
REEL: 002672 FRAME: 0787