

**RECORDATION FORM COVER SHEET
TRADEMARKS ONLY**

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies)/Execution Date(s):

Gruner + Jahr Printing and Publishing Co.

- Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State
 Other _____

Citizenship (see guidelines) Delaware

Execution Date(s) October 6, 2004

Additional names of conveying parties attached? Yes No

3. Nature of conveyance:

- Assignment Merger
 Security Agreement Change of Name
 Other _____

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name: Advance Magazine Publishers Inc.

Internal Address: _____

Street Address: Four Times Square

City: New York,

State: New York

Country: USA Zip: 10036

- Association Citizenship _____
 General Partnership Citizenship _____
 Limited Partnership Citizenship _____
 Corporation Citizenship New York
 Other _____ Citizenship _____

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)

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s)

See attached schedule.

B. Trademark Registration No.(s)

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

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

Name: Eric E. Gisolfi

Internal Address: Sabin Bermant & Gould LLP

Street Address: Four Times Square

City: New York,

State: New York Zip: 10036

Phone Number: (212) 381 7070

Fax Number: (212) 381-7227

Email Address: egisolfi@sbandg.com

6. Total number of applications and registrations involved:

38

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 965

- Authorized to be charged by credit card
 Authorized to be charged to deposit account
 Enclosed

8. Payment Information:

a. Credit Card Last 4 Numbers _____
 Expiration Date _____

b. Deposit Account Number 19-0004

Authorized User Name Eric Gisolfi

9. Signature:

[Handwritten Signature]
Signature

November 10, 2004
Date

Eric E. Gisolfi

Name of Person Signing

Total number of pages including cover sheet, attachments, and document:

4

Documents to be recorded (including cover sheet) should be faxed to (703) 306-5995, or mailed to:
 Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

SCHEDULE 1(a)
to
Asset Purchase Agreement

UNITED STATES

TRADEMARK	Reg. No. / Application No.	Reg. Date / Application Date	Status
ASK ANYTHING	2,196,808	10/13/1998	Registered
EXPRESS YOURCELL!	76/508,210	4/22/2003	Published
THE INNER YOU	2,330,440	3/14/2000	Registered
JUMP	76/585,273	4/06/2004	Pending
ON THE VERGE	76/489,296	2/11/2003	Suspended
ON THE VERGE	76/489,291	2/11/2003	Suspended
SAY ANYTHING	76/489,297	2/11/2003	Allowed
SAY ANYTHING	1,974,503	5/21/1996	Registered
WE'RE OBSESSED	76/489,289	2/11/2003	Published
WE'RE OBSESSED	2,835,590	4/20/2004	Registered
YM	76/576,651	2/23/2004	Pending
YM	2,880,144	8/31/2004	Registered
YM	76/576,652	2/23/2004	Suspended
YM	2, 553,814	3/26/2002	Registered
YM	2,571,461	5/21/2002	Registered
YM	2,607,453	8/13/2002	Registered
YM	2,668,546	12/31/2002	Registered
YM	2,495,096	10/2/2001	Registered
YM	2,343,150	4/18/2000	Registered
YM	2,703,906	4/8/2003	Registered
YM	2,573,676	5/28/2002	Registered
YM	2,607,452	8/13/2002	Registered
YM	2,617,974	9/10/2002	Registered
YM	2,617,975	9/10/2002	Registered
YM	2,571,459	5/21/2002	Registered
YM	2,471,446	7/24/2001	Registered
YM	2,562,406	4/16/2002	Registered
YM (Diary)	76/508,271	4/21/2003	Allowed
YM S.P.Y. PANEL	2,824,827	3/23/2004	Registered
YM SPY GIRLS	76/573,867	2/04/2004	Pending

UNITED STATES (cont.)

TRADEMARK	Reg. No. / Application No.	Reg. Date / Application Date	Status
YM YOUNG & MODERN	1,876,591	1/31/1995	Registered
YM YOUNG MISS MAGAZINE	1,373,764	12/03/2005	Registered
YM-19	76/587,054	4/16/2004	Pending
YM.COM	2,416,469	12/26/2001	Registered
YMOBILE	76/508,208	4/22/2003	Pending
YOUNG & MODERN	2,449,185	5/08/2001	Registered
YOUNG MISS	846,284	3/19/1968	Registered
YOUR MAGAZINE	2,519,911	12/28/2001	Registered

ASSIGNMENT OF TRADEMARKS, TRADE NAMES AND DOMAIN NAMES

This Assignment of Trademarks, Trade Names and Domain Names is made October 6, 2004, by and between GRUNER + JAHR PRINTING AND PUBLISHING CO., a Delaware General Partnership ("G + J") and Advance Magazine Publishers Inc., d/b/a The Conde Nast Publications, a New York corporation ("CNP").

WHEREAS, G+J and CNP are parties to an Asset Purchase Agreement dated as of October 6, 2004 (the "Asset Purchase Agreement"), which provides, among other things, for the transfer by G+J to CNP of certain "Assets" of G+J (as such term is defined in the Asset Purchase Agreement) on the terms and conditions set forth in the Asset Purchase Agreement; and


WHEREAS, G+J has adopted, used and registered or applied to register certain trademarks, trade names, titles and domain names, as shown on the attached Schedules; and

WHEREAS, CNP is desirous of acquiring all rights to such trademarks, trade names, titles and domain names; and

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, G+J does hereby sell, assign, transfer and set over unto CNP all right, title and interest in and to all trademarks, trade names, titles and domain names shown on the attached Schedules, together with any and all good-will associated with the use and/or registration of the aforesaid trademarks, trade names, titles and domain names owned by G+J.

IN WITNESS WHEREOF, G+J has executed this Assignment as of the date first above written.

GRUNER + JAHR PRINTING
AND PUBLISHING CO.

By: 
Name: J. Russell Danson
Title: President and CEO