

**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

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Primedia Enthusiast Publications, Inc.		03/01/2006	CORPORATION: PENNSYLVANIA

**RECEIVING PARTY DATA**

<b>Name:</b>	Weider History Group, Inc.
<b>Street Address:</b>	21300 Erwin Street
<b>City:</b>	Woodland Hills
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	91367
<b>Entity Type:</b>	CORPORATION: NEVADA

**PROPERTY NUMBERS Total: 32**

Property Type	Number	Word Mark
Registration Number:	2235502	AMERICAN HISTORY
Registration Number:	1499550	AMERICAN HISTORY
Registration Number:	2351915	AMERICA'S CIVIL WAR
Registration Number:	2233087	AMERICA'S CIVIL WAR
Registration Number:	1805619	AMERICA'S CIVIL WAR
Registration Number:	2009385	AVIATION HISTORY
Registration Number:	2235501	AVIATION HISTORY
Registration Number:	1732908	BRITISH HERITAGE
Registration Number:	2252705	BRITISH HERITAGE
Registration Number:	1892146	BRITISH HERITAGE
Registration Number:	2546856	BRITISH HERITAGE ONLINE
Registration Number:	2250990	CIVIL WAR TIMES ILLUSTRATED
Registration Number:	895547	CIVIL WAR TIMES ILLUSTRATED

**CH \$815.00 2235502**

Registration Number:	1782668	GREAT BATTLES
Registration Number:	2367596	GREAT BATTLES
Serial Number:	78717215	HISTORIC TRAVELER
Registration Number:	1564443	MHQ
Registration Number:	1574943	MHQ
Registration Number:	1568335	MHQ THE QUARTERLY JOURNAL OF MILITARY HISTORY
Registration Number:	1407648	MILITARY HISTORY
Registration Number:	2205540	MILITARY HISTORY
Registration Number:	1433938	MUSEUM EDITIONS LIMITED
Registration Number:	2142194	THE HISTORY NET
Registration Number:	2688216	THE NATIONAL HISTORICAL SOCIETY
Registration Number:	2142196	THN
Registration Number:	2207075	VIETNAM
Registration Number:	1856750	VIETNAM
Registration Number:	2142197	WHERE HISTORY LIVES ON THE WEB
Registration Number:	2205541	WILD WEST
Registration Number:	1893105	WILD WEST
Registration Number:	2205538	WORLD WAR II
Registration Number:	1780275	WORLD WAR II

**CORRESPONDENCE DATA**

Fax Number: (310)820-5988  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 310-207-3800  
Email: janet\_gass@bstz.com  
Correspondent Name: Norman Zafman, Esq./Blakely Sokoloff  
Address Line 1: 12400 Wilshire Boulevard  
Address Line 2: Suite 700  
Address Line 4: Los Angeles, CALIFORNIA 90025

ATTORNEY DOCKET NUMBER:	007835
NAME OF SUBMITTER:	Attorney for Weider History Group, Inc.
Signature:	/Norman Zafman/
Date:	04/19/2006

Total Attachments: 4  
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**TRADEMARK ASSIGNMENT**

**TRADEMARK ASSIGNMENT**, made as of March 1, 2006, between PRIMEDIA Enthusiast Publications Inc., a Pennsylvania corporation ("Assignor") and Weider History Group, Inc., a Nevada corporation ("Assignee").

**WHEREAS**, pursuant to that certain Asset Purchase Agreement, dated February 28, 2006 (the "Agreement"), Assignor sold to Assignee certain Publications and Websites (each as defined in the Agreement);

**WHEREAS**, Assignor is the owner of the trademarks used in connection with the Publications and Websites set forth on Schedule A attached hereto (collectively, the "Trademarks"); and

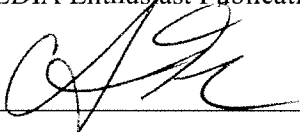
**WHEREAS**, pursuant to the terms of the Agreement, Assignee has acquired the entire right, title and interest in and to the Trademarks;

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee, its successors and assigns, their entire right, title and interest in and to the Trademarks, and the right to register the Trademarks, in the United States and throughout the world, any and all goodwill relating thereto and any and all renewals and extensions of any such Trademarks, 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 including 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. Assignor agrees to execute any further papers and to do such other acts (without the expenditure of funds) as may be necessary and proper to vest full title in and to the Trademarks in the Assignee.

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

PRIMEDIA Enthusiast Publications Inc.

By: \_\_\_\_\_



Name: Christopher A. Fraser  
Title: Senior Vice President

WEIDER HISTORY GROUP, INC.

By: \_\_\_\_\_



Name: BERNARD J. CARTOON  
Title: SECRETARY

**SCHEDULE A**

<u>Country:</u> <u>Mark</u>	United States	<u>App. #</u>	<u>Reg. #</u>
AMERICAN HISTORY		75/363642	2235502
AMERICAN HISTORY		73/704487	1499550
AMERICA'S CIVIL WAR		75/759702	2351915
AMERICA'S CIVIL WAR		75/363643	2233087
AMERICA'S CIVIL WAR		74/304865	1805619
AVIATION HISTORY (STYLIZED)		74/585039	2009385
AVIATION HISTORY (STYLIZED)		75/363640	2235501
BRITISH HERITAGE		73/836967	1732908
BRITISH HERITAGE		75/363645	2252705
BRITISH HERITAGE (STYLIZED)		74/538026	1892146
BRITISH HERITAGE ONLINE		76/208415	2546856
CIVIL WAR TIMES ILLUSTRATED		75/363625	2250990
CIVIL WAR TIMES ILLUSTRATED (STYLIZED)		72/337548	895547
GREAT BATTLES			1782668
GREAT BATTLES		75/540158	2367596
HISTORIC TRAVELER		78/717215	
MHQ		73-770195	1564443
MHQ (STYLIZED)		73/801122	1574943
MHQ THE QUARTERLY JOURNAL OF MILITARY HISTORY		73/788526	1568335

**Schedule A**

Page:

2

MILITARY HISTORY		1407648
MILITARY HISTORY	75/363722	2205540
MUSEUM EDITIONS LIMITED	73/534159	1433938
THE HISTORY NET AND DESIGN		2142194
THE NATIONAL HISTORICAL SOCIETY	76/340310	2688216
THN AND DESIGN	75/199668	2142196
VIETNAM	75/363723	2207075
VIETNAM	74/445851	1856750
WHERE HISTORY LIVES ON THE WEB		2142197
WILD WEST	75/363724	2205541
WILD WEST	74/503902	1893105
WORLD WAR II	75/363641	2205538
WORLD WAR II	74/330991	1780275