

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 Special Interest Publications, Inc.		09/26/2006	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Enthusiast Media LLC
Street Address:	711 Fifth Avenue, 15th Floor
City:	New York
State/Country:	NEW YORK
Postal Code:	10022
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 23

Property Type	Number	Word Mark
Registration Number:	2489887	CK OK
Registration Number:	2478963	CK OK
Registration Number:	2703742	CRAFTS
Registration Number:	2778816	CREATING KEEPSAKES
Registration Number:	2765973	CREATING KEEPSAKES
Registration Number:	3058377	CKU CREATING KEEPSAKES UNIVERSITY
Registration Number:	2626145	FLIPLIETTES
Registration Number:	2602333	JOURNALETTES
Registration Number:	2553336	MOM'S LITTLE BOOK OF
Registration Number:	1554638	PCM PROFITABLE CRAFT MERCHANDISING
Registration Number:	2146731	QUICK QUILTS
Registration Number:	2395118	READERS' CHOICE
Registration Number:	2391161	READERS' CHOICE

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Registration Number:	1571806	SEW NEWS
Registration Number:	2522439	STAMP IT!
Registration Number:	2236306	VINTAGE QUILTS
Serial Number:	78498332	BECKY H.
Serial Number:	78533815	CREATING KEEPSAKES
Serial Number:	76317236	CREATING KEEPSAKES UNIVERSITY
Serial Number:	78498335	LISA B.
Serial Number:	78326879	PAPER CRAFTS MAGAZINE
Serial Number:	78461648	SCRAPLIFTABLES
Serial Number:	78883550	SIMPLE SCRAPBOOKS

CORRESPONDENCE DATA

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ATTORNEY DOCKET NUMBER:	071935.0004
NAME OF SUBMITTER:	David C. Lee
Signature:	/David C. Lee/
Date:	10/03/2006

Total Attachments: 4
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TRADEMARK ASSIGNMENT

WHEREAS, Primedia Special Interest Publications, Inc., a Delaware corporation with an address of 745 Fifth Avenue, New York, NY 10151 ("Assignor"), is the owner of all right, title and interest in and to the trademarks and the registration and pending applications therefor as set forth on Schedule A hereto (the "Marks");


WHEREAS, Enthusiast Media LLC, a Delaware limited liability company with an address at 711 Fifth Avenue, 15th Floor, New York, NY 10022 ("Assignee"), is desirous of acquiring from Assignor the entire right, title and interest in and to said Marks, and the goodwill of the business in connection with which the Marks are used;

WHEREAS, it is desired that the assignment of said Marks be made of record in the United States Patent and Trademark Office, as appropriate, and other appropriate Patent and Trademark Offices, if applicable.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, and intending to be legally bound hereby, said Assignor hereby assigns to said Assignee all right, title and interest in and to the said Marks, together with the goodwill of the business symbolized by the said Marks, including but not limited to all causes of action for any and all previously occurring infringements of the rights being assigned and the right to receive and retain the proceeds relating to those infringements. .

Dated this ___ day of September, 2006.

Primedia Special Interest Publications, Inc.


Name: Sheila Spence
Title: SVP

Schedule A to Trademark Assignment

Trademark Registrations and Trademark Applications

<u>Country</u>	<u>Mark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>	<u>Registrant</u>
Australia	CREATING KEEPSAKES	933445	06/01/2004	Primedia Special Interest Publications, Inc.
Japan	CREATING KEEPSAKES UNIVERSITY	4911819	12/02/2005	Primedia Special Interest Publications, Inc.
Japan	KEEPSAKES with Katakana	4918214	12/22/2005	Primedia Special Interest Publications, Inc.
Japan	SIMPLE SCRAPBOOKS	4919368	01/06/2006	Primedia Special Interest Publications, Inc.
United States	CK OK	2489887	09/18/2001	Primedia Special Interest Publications, Inc.
United States	CK OK and Design	2478963	08/21/2001	Primedia Special Interest Publications, Inc.
United States	CRAFTS (STYLIZED)	2703742	04/08/2003	Primedia Special Interest Publications, Inc.
United States	CREATING KEEPSAKES	2778816	11/04/2003	Primedia Special Interest Publications, Inc.
United States	CREATING KEEPSAKES and Design	2765973	09/23/2003	Primedia Special Interest Publications, Inc.
United States	CREATING KEEPSAKES UNIVERSITY & DESIGN	3058377	02/14/2006	Primedia Special Interest Publications, Inc.
United States	FLIPLETTES	2626145	09/24/2002	Primedia Special Interest Publications, Inc.
United States	JOURNALETTES	2602333	07/30/2002	Primedia Special Interest Publications, Inc.
United States	MOM'S LITTLE BOOK OF	2553336	03/26/2002	Primedia Special Interest Publications, Inc.
United States	PCM PROFITABLE CRAFT MERCHANDISING AND DESIGN	1554638	09/05/1989	Primedia Special Interest Publications, Inc.
United States	QUICK QUILTS	2146731	03/24/1998	Primedia Special Interest Publications, Inc.
United States	READERS' CHOICE and Design	2395118	10/17/2000	Primedia Special Interest Publications, Inc.
United States	READERS' CHOICE and Design	2391161	10/03/2000	Primedia Special Interest Publications, Inc.
United States	SEW NEWS	1571806	12/19/1989	Primedia Special Interest Publications, Inc.
United States	STAMP IT!	2522439	12/25/2001	Primedia Special Interest Publications, Inc.
United States	VINTAGE QUILTS	2236306	03/30/1999	Primedia Special Interest Publications, Inc.

<u>Country</u>	<u>Mark</u>	<u>Application No.</u>	<u>Application Date</u>	<u>Applicant</u>
Japan	CREATING KEEPSAKES	47543/2005	05/30/2005	Primedia Special Interest Publications, Inc.
South Africa	CREATING KEEPSAKES	2005/19903	09/20/2005	Primedia Special Interest Publications, Inc.
South Africa	CREATING KEEPSAKES	2005/19904	09/20/2005	Primedia Special Interest Publications, Inc.
South Africa	CREATING KEEPSAKES	2005/19905	09/20/2005	Primedia Special Interest Publications, Inc.
South Africa	CREATING KEEPSAKES	2005/19906	09/20/2005	Primedia Special Interest Publications, Inc.
South Africa	CREATING KEEPSAKES	2005/19901	09/20/2005	Primedia Special Interest Publications, Inc.
South Africa	CREATING KEEPSAKES	2005/19902	09/20/2005	Primedia Special Interest Publications, Inc.
South Africa	CREATING KEEPSAKES UNIVERSITY	200519907	09/20/2005	Primedia Special Interest Publications, Inc.
United States	BECKY H.	78/498332	10/12/2004	Primedia Special Interest Publications, Inc.
United States	CREATING KEEPSAKES and Design	78/533815	12/16/2004	Primedia Special Interest Publications, Inc.
United States	CREATING KEEPSAKES UNIVERSITY	76/317236	09/26/2001	Primedia Special Interest Publications, Inc.
United States	LISA B.	78/498335	10/12/2004	Primedia Special Interest Publications, Inc.
United States	PAPER CRAFTS & Design	78/326879	11/12/2003	Primedia Special Interest Publications, Inc.
United States	SCRAPLIFTABLES	78/461648	08/04/2004	Primedia Special Interest Publications, Inc.
United States	SIMPLE SCRAPBOOKS	78/883550	05/15/2006	Primedia Special Interest Publications, Inc.

Common Law Trademarks

Quilter's Newsletter Magazine
 Quiltmaker
 McCall's Quilting *
 McCall's Quick Quilts *
 Sew News
 Creative Machine Embroidery
 Quilter's Home
 Quilt It
 Quilter's Village

MemoryTrends
CrafTrends
Sew Simple
Creating Keepsakes
PaperCrafts
Simple Scrapbooks

*Assignor has no rights to use McCall's trademark alone but may only be used in conjunction with QuickQuilts and Quilting

Domain Names

ckscrapbookevents.com
simplescrapbooksmag.com
creativemachineembroidery.com
cmemag.com
craftrends.com
papercraftsmag.com
craftsmag.com
sewnnews.com
sewnnewsmag.com
sewnshop.com
qnm.com
lisabearnson.com

quickquilts.com
quiltersnewsletter.com
quiltersnewslettermagazine.com
quiltmaker.com
mccallsquilting.com
quiltersvillage.com
villagequiltshoppe.com
paperandembroidery.com
quiltingandembroidery.com
quiltershomemag.com
memorytrends.com
creatingkeepsakes.com