

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	CHANGE OF NAME

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Enthusiast Media LLC		10/31/2006	LIMITED LIABILITY COMPANY: DELAWARE

**RECEIVING PARTY DATA**

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

**PROPERTY NUMBERS Total: 25**

Property Type	Number	Word Mark
Serial Number:	78498335	LISA B.
Serial Number:	78461648	SCRAPLIFTABLES
Serial Number:	75677926	READERS' CHOICE
Serial Number:	78498332	BECKY H.
Serial Number:	75677930	READERS' CHOICE
Serial Number:	75674207	CK OK
Serial Number:	75674238	CK OK
Serial Number:	76241335	CRAFTS
Serial Number:	75681736	CRAFTSHOP.COM
Serial Number:	75431571	CREATING KEEPSAKES
Serial Number:	75461098	CREATING KEEPSAKES
Serial Number:	76317237	CKU CREATING KEEPSAKES UNIVERSITY
Serial Number:	76122146	FLIPLITTES

CH \$640.00 78498335

Serial Number:	76122147	JOURNALETTES
Serial Number:	76083175	JOY OF SCENTS
Serial Number:	75757942	MOM'S LITTLE BOOK OF
Serial Number:	73716387	PCM PROFITABLE CRAFT MERCHANDISING
Serial Number:	75136822	QUICK QUILTS
Serial Number:	73716392	SEW NEWS
Serial Number:	76231968	STAMP IT!
Serial Number:	75400860	VINTAGE QUILTS
Serial Number:	78533815	CREATING KEEPSAKES
Serial Number:	76317236	CREATING KEEPSAKES UNIVERSITY
Serial Number:	78326879	PAPER CRAFTS MAGAZINE
Serial Number:	78883550	SIMPLE SCRAPBOOKS

**CORRESPONDENCE DATA**

Fax Number: (202)887-4288  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 202.887.4262  
Email: dlee@akingump.com  
Correspondent Name: David C. Lee  
Address Line 1: 1333 New Hampshire Ave., N.W.  
Address Line 2: Akin Gump Strauss Hauer & Feld LLP  
Address Line 4: Washington, DISTRICT OF COLUMBIA 20036-1564

ATTORNEY DOCKET NUMBER:	071935.0019
NAME OF SUBMITTER:	David C. Lee
Signature:	/David C. Lee/
Date:	11/30/2006

Total Attachments: 3  
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# Delaware

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*The First State*

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY "CKMEDIA LLC" IS DULY FORMED UNDER THE LAWS OF THE STATE OF DELAWARE AND IS IN GOOD STANDING AND HAS A LEGAL EXISTENCE SO FAR AS THE RECORDS OF THIS OFFICE SHOW, AS OF THE FIRST DAY OF NOVEMBER, A.D. 2006.

AND I DO HEREBY FURTHER CERTIFY THAT THE SAID "CKMEDIA LLC" WAS FORMED ON THE SECOND DAY OF JUNE, A.D. 2006.

AND I DO HEREBY FURTHER CERTIFY THAT THE ANNUAL TAXES HAVE NOT BEEN ASSESSED TO DATE.



4168774 8300

061003493

*Harriet Smith Windsor*

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 5164670

DATE: 11-01-06

TRADEMARK  
REEL: 003436 FRAME: 0391

# Delaware

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*The First State*

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "ENTHUSIAST MEDIA LLC", CHANGING ITS NAME FROM "ENTHUSIAST MEDIA LLC" TO "CKMEDIA LLC", FILED IN THIS OFFICE ON THE FIRST DAY OF NOVEMBER, A.D. 2006, AT 2:05 O'CLOCK P.M.



4168774 8100

061003493

*Harriet Smith Windsor*

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 5164669

DATE: 11-01-06

TRADEMARK  
REEL: 003436 FRAME: 0392

STATE OF DELAWARE  
CERTIFICATE OF AMENDMENT  
OF  
CERTIFICATE OF FORMATION  
OF  
ENTHUSIAST MEDIA LLC

The undersigned, sole member of Enthusiast Media LLC, a limited liability company organized and existing under the Limited Liability Company Act of the State of Delaware, hereby certifies as follows:

1. The name of the limited liability company is Enthusiast Media LLC (the "LLC").
2. The Certificate of Formation of the LLC was filed on June 2, 2006.
3. Item First of the Certificate of Formation of the LLC is hereby amended and restated as follows:

*"FIRST. The name of the limited liability company is CKMedia LLC."*

4. This amendment is effective upon filing.

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Amendment of Certificate of Formation on the 31<sup>st</sup> day of October, 2006.

CKMEDIA LLC

By: Enthusiast Media Holdings LLC, its member

By: 

Name: David O'Neil

Title: Chief Executive Officer