

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 Enthusiast Publications Inc.		12/29/2006	CORPORATION:
RECEIVING PARTY DATA			
Name:	Skram Media, LLC		
Street Address:	180 Varick Street		
Internal Address:	Room 1514		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10014		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2261248	CLIMBING	
Registration Number:	2239935	CLIMBING	
CORRESPONDENCE DATA			
Fax Number:	(617)342-4001		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	617-342-4000		
Email:	ptomailboston@foley.com		
Correspondent Name:	John M. Garvey		
Address Line 1:	111 Huntington Avenue		
Address Line 2:	26th Floor		
Address Line 4:	Boston, MASSACHUSETTS 02199		
ATTORNEY DOCKET NUMBER:	349367-0104		
NAME OF SUBMITTER:	John M. Garvey		

OP \$65.00 2261248

Signature:

/John M. Garvey/

Date:

05/03/2007

Total Attachments: 2

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TRADEMARK ASSIGNMENT

TRADEMARK ASSIGNMENT, made as of December 29, 2006, by and among PRIMEDIA ENTHUSIAST PUBLICATIONS INC., ("Assignor") and SKRAM MEDIA, LLC, a Delaware corporation ("Assignee").

WHEREAS, pursuant to that certain Asset Purchase Agreement, dated December 29, 2006 (the "Agreement"), Assignor and certain affiliates of Assignor sold to Assignee assets relating to the Business (as defined in the Agreement);

WHEREAS, Assignor is the owner of the trademarks used in connection with the Business described on Exhibit 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.

SKRAM MEDIA, LLC

By: 

PRIMEDIA ENTHUSIAST PUBLICATIONS INC.

By: 

SCHEDULE A

CLIMBING, Registration no. 2261248, dated July 13, 1999 in international class 16 covering, magazines, book series and calendars in the field of climbing

CLIMBING, Registration No. 2239935, dated April 13, 1999 in international class 42 covering, on-line computer magazine available via a site on the worldwide web and devoted to the interests of climbing enthusiasts