

RE 8/24/11

08/25/2011

Electr



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Trademark Assignment Recordation Form
New York - Questions - Conveyance Type - Correspondence - Conveyer - Recd

ETAS v.1.6
PTO-1594 (Rev. 10/02)
OMB No. 0861-0027 (Exp. 10/31/2008)

103631490

Signature

The request must be signed by the filer. The request will not be "signed" in the sense of a traditional paper document. To sign the request, the signer must enter any combination of printable characters that have been adopted to serve the function of a signature, preceded and followed by the forward slash(/) symbol. Acceptable "signatures" could include: /John doe/; /jd/; and /123-4567/.

Sign the request by completing the following fields

Record As of 6/30/11

TRADEMARK ASSIGNMENT

Electronic Version v1.1
Stylesheet Version v1.1

| | | | |
|--------------------------------------|------------------------|--|-----------------------|
| SUBMISSION TYPE: | | CORRECTIVE ASSIGNMENT | |
| NATURE OF CONVEYANCE: | | Corrective Assignment to correct the mistaken recordal of a change of name against Serial No. 77956879 previously recorded on Reel 004572 Frame 0622. Assignor(s) hereby confirms the recordal of a change of name of the applicant against this application was in error. | |
| CONVEYING PARTY DATA | | 08/25/2011 KNGUYEN1 00000004 503064 71399580 01 FC:8522 1225.00 DA | |
| Name | Formerly | Execution Date | Entity Type |
| Hachette Filipacchi Media U.S., Inc. | | 06/16/2011 | CORPORATION: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | Hearst Magazines, Inc. | | |
| Street Address: | 300 West 57th Street | | |
| City: | New York | | |
| State/Country: | NEW YORK | | |
| Postal Code: | 10019 | | |
| Entity Type: | CORPORATION: DELAWARE | | |
| | | 08/25/2011 KNGUYEN1 00000001 503064 71399580 01 FC:8522 1225.00 DA | |

08/10/2011 00013127 4 8521 \$40.00 08/10/2011 DA 503064

PROPERTY NUMBERS Total: 50

| Property Type | Number | Word Mark |
|----------------|----------|-----------------------------|
| Serial Number: | 71399580 | WOMAN'S DAY |
| Serial Number: | 71527326 | WOMAN'S DAY |
| Serial Number: | 72113249 | TRAVEL |
| Serial Number: | 72274118 | ROAD & TRACK |
| Serial Number: | 72357458 | CAR AND DRIVER |
| Serial Number: | 72372862 | CYCLE WORLD |
| Serial Number: | 73030878 | ALL IN A WOMAN'S DAY |
| Serial Number: | 73055189 | CAR AND DRIVER BUYERS GUIDE |
| Serial Number: | 73104220 | EXPAND-AD |
| Serial Number: | 73302525 | METROPOLITAN HOME |
| Serial Number: | 73315313 | TRAVEL HOLIDAY |
| Serial Number: | 73817769 | HOME |
| Serial Number: | 74515744 | CAR AND DRIVER |
| Serial Number: | 74558885 | OPEN ROAD |
| Serial Number: | 74668899 | WHAT THE PROS KNOW |
| Serial Number: | 75303088 | MET HOME |
| Serial Number: | 75810801 | METROPOLITAN HOME |
| Serial Number: | 76059789 | TECHNOLOGY IN MOTION |
| Serial Number: | 76210734 | CARANDDRIVER.COM |
| Serial Number: | 76364466 | WHAT THE PROS KNOW |
| Serial Number: | 77116945 | WOMAN'S DAY |
| Serial Number: | 77199257 | CAR AND DRIVER |
| Serial Number: | 77199284 | ROAD & TRACK |
| Serial Number: | 77233276 | VISIONS OF ROCK |
| Serial Number: | 77324928 | LIVE WELL EVERY DAY |
| Serial Number: | 77333308 | FULCRUM |
| Serial Number: | 77363989 | METROPOLITAN HOME |
| Serial Number: | 77368211 | POINT CLICK HOME |
| Serial Number: | 77368293 | POINTCLICKHOME.COM |
| Serial Number: | 77382183 | TOTAL SHELTER NETWORK |
| Serial Number: | 77382187 | TOTAL SHELTER |
| Serial Number: | 77569051 | EAT HEALTHY AMERICA |
| Serial Number: | 77696541 | MET HOME |

| | | |
|----------------|----------|-------------------------|
| Serial Number: | 77710491 | STYLE TO GO |
| Serial Number: | 77978194 | POINT CLICK HOME |
| Serial Number: | 78152489 | STREAMING PRINT |
| Serial Number: | 78181448 | CHERCHEZ LA FEMME |
| Serial Number: | 78200403 | METROPOLITAN HOME |
| Serial Number: | 78357879 | LIFE IN THE FAST LANE |
| Serial Number: | 78460319 | FOR ME |
| Serial Number: | 78497025 | HOME OF LEGENDS |
| Serial Number: | 78503947 | TIMELESS STYLE |
| Serial Number: | 78504207 | M.E.N. |
| Serial Number: | 78771924 | STYLELOUNGE |
| Serial Number: | 78831834 | IDEAS & INSPIRATION |
| Serial Number: | 78915371 | EDITOR FOR THE DAY |
| Serial Number: | 78976749 | HOME TEAM TO THE RESCUE |
| Serial Number: | 85106215 | TRUSTMARK |
| Serial Number: | 85141050 | CAR AND DRIVER |
| Serial Number: | 85176631 | RECTHIS |

CORRESPONDENCE DATA

Fax Number: (646)280-2056
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 2126492059
Email: trademarks@hearst.com
Correspondent Name: Bridgette Fitzpatrick
Address Line 1: 300 West 57th Street
Address Line 4: New York, NEW YORK 10019

| | |
|---------------------------|-------------------------|
| NAME OF SUBMITTER: | Bridgette Fitzpatrick |
| Signature: | /Bridgette Fitzpatrick/ |
| Date: | 08/24/2011 |

Total Attachments: 3
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| | |
|--------------|-------------------------|
| Signature: * | /Bridgette Fitzpatrick/ |
| Name: * | Bridgette Fitzpatrick |

| | |
|-------|------------|
| Date: | 08/24/2011 |
|-------|------------|

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TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

~~06/30/2011~~
~~900795946~~

| | |
|-----------------------|----------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | CHANGE OF NAME |

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|--------------------------------------|----------|----------------|-----------------------|
| Hachette Filipacchi Media U.S., Inc. | | 06/16/2011 | CORPORATION: DELAWARE |

RECEIVING PARTY DATA

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|-----------------|------------------------|
| Name: | Hearst Magazines, Inc. |
| Street Address: | 300 West 57th Street |
| City: | New York |
| State/Country: | NEW YORK |
| Postal Code: | 10019 |
| Entity Type: | CORPORATION: DELAWARE |

PROPERTY NUMBERS Total: 51

| Property Type | Number | Word Mark |
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| Serial Number: | 71527326 | WOMAN'S DAY |
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| Serial Number: | 74515744 | CAR AND DRIVER |
| Serial Number: | 74558885 | OPEN ROAD |

CH \$1290.00 71399580

| | | |
|----------------|----------|-------------------------|
| Serial Number: | 74688899 | WHAT THE PROS KNOW |
| Serial Number: | 75303088 | MET HOME |
| Serial Number: | 75810801 | METROPOLITAN HOME |
| Serial Number: | 76059789 | TECHNOLOGY IN MOTION |
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| Serial Number: | 78357879 | LIFE IN THE FAST LANE |
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| Serial Number: | 78504207 | M.E.N. |
| Serial Number: | 78771924 | STYLELOUNGE |
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| Serial Number: | 85106215 | TRUSTMARK |

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| | 85141050 | CAR AND DRIVER |
| Serial Number: | 85176631 | RECTHIS |
| CORRESPONDENCE DATA | | |
| Fax Number: | (212)280-2059 | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | |
| Phone: | 2126492059 | |
| Email: | trademarks@hearst.com | |
| Correspondent Name: | Bridgette Fitzpatrick | |
| Address Line 1: | 300 West 57th Street | |
| Address Line 4: | New York, NEW YORK 10019 | |
| ATTORNEY DOCKET NUMBER: | CON HACHETTE TO HMI | |
| NAME OF SUBMITTER: | Bridgette Fitzpatrick | |
| Signature: | /Bridgette Fitzpatrick/ | |
| Date: | 08/30/2011 | |
| Total Attachments: 3 source=CON CERT HFMUS TO HMI#page1.tif source=CON CERT HFMUS TO HMI#page2.tif source=CON CERT HFMUS TO HMI#page3.tif | | |

USPTO 8/10/2011 2:49:36 PM PAGE 6/008 Fax Server
TO: BRIDGETTE FITZPATRICK COMPANY: 300 WEST 57TH STREET

Delaware

PAGE 1

The First State

I, JEFFREY W. BULLOCK, 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 "HACHETTE FILIPACCHI MEDIA U.S., INC.", CHANGING ITS NAME FROM "HACHETTE FILIPACCHI MEDIA U.S., INC." TO "HEARST MAGAZINES, INC.", FILED IN THIS OFFICE ON THE SIXTEENTH DAY OF JUNE, A.D. 2011, AT 3:19 O'CLOCK P.M.

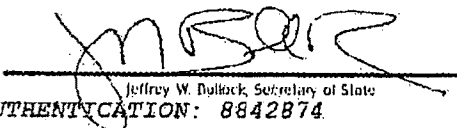
A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE NEW CASTLE COUNTY RECORDER OF DEEDS.

2131787 8100

110731026

You may verify this certificate online
at corp.delaware.gov/authver.shtml




Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 8842874

DATE: 06-17-11

TRADEMARK
REEL: 004613 FRAME: 0227

USPTO

8/10/2011 2:49:36 PM PAGE 7/008 Fax Server

TO: BRIDGETTE FITZPATRICK COMPANY: 300 WEST 57TH STREET

State of Delaware
Secretary of State
Division of Corporations
Delivered 03:30 PM 06/16/2011
FILED 03:19 PM 06/16/2011
SRV 110731026 - 2131787 FILE

CERTIFICATE OF AMENDMENT

OF

RESTATED CERTIFICATE OF INCORPORATION

Hachette Filipacchi Media U.S., Inc. (the "Corporation"), a corporation organized and existing under and by virtue of the General Corporation Law of the State of Delaware ("DGCL"),

DOES HEREBY CERTIFY:

FIRST: That the Board of Directors of the Corporation, by unanimous written consent in lieu of a special meeting, pursuant to Sections 141 and 242 of the DGCL, adopted a resolution proposing and declaring advisable the following amendment to the Certificate of Incorporation of the Corporation:

RESOLVED, that the Board of Directors of the Corporation hereby approves the following amendment to the Restated Certificate of Incorporation of Hachette Filipacchi Media U.S., Inc.:

Article 1 shall be deleted in its entirety and the following shall be substituted in lieu thereof:

"Article 1: The name of the Corporation (hereinafter called the "Corporation") is: Hearst Magazines, Inc."

SECOND: That in lieu of a meeting and vote of the sole stockholder of the Corporation, such stockholder has given unanimous written consent to said amendment in accordance with the provisions of Section 228 of the DGCL.

THIRD: That the aforesaid amendment was duly adopted in accordance with the applicable provisions of Sections 242 and 228 of the DGCL.

USPTO 8/10/2011 2:49:36 PM PAGE 8/008 Fax Server
TO: BRIDGETTE FITZPATRICK COMPANY: 300 WEST 57TH STREET

IN WITNESS WHEREOF, HACHETTE FILIPACCHI MEDIA U.S., INC.
has caused this certificate to be signed by Catherine A. Bostron, Secretary, this
16th day of June, 2011.

By: Catherine A. Bostron
Name: Catherine A. Bostron
Title: Secretary