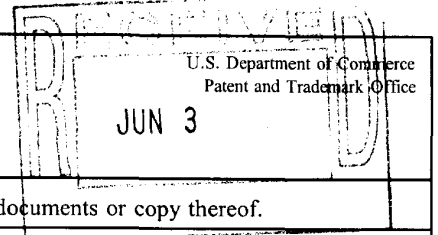


06-05-1998



100729142

RECORDATION FORM COVER SHEET
TRADEMARKS ONLY



To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):
 Southam Business Communications U.S.A. Inc.

Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State-Indiana
 Other _____

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and Address of receiving party(ies)

Name: Intertec Publishing Corporation

Address: 9800 Metcalf
 Overland Park, KS 66212-2215

Individual(s) citizenship _____
 Association _____
 General Partnership _____
 Limited Partnership _____
 Corporation-State-Delaware _____
 Other _____

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
 (Designations must be a separate document from assignment)
 Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance:

Assignment Merger
 Security Agreement Change of Name
 Other _____

Execution Date: May 11, 1998

4. Application number(s) or registration number(s):

A. Trademark Application No.(s) 75/113,059; 75/382,960

B. Trademark Registration No.(s) SEE SCHEDULE A (Attached)

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Deborah K. Squiers, Esq.
 Cowan, Liebowitz & Latman, P.C.
 1133 Avenue of the Americas
 New York, NY 10036-6799

6. Total number of applications and registrations involved: 14

7. Total fee (37 CFR 3.41)..... \$ 365.00

Enclosed
 Any deficiency is authorized to be charged to Deposit Account No. 03-3415.

8. Deposit Account No. 03-3415

(Attach duplicate copy of this page if paying by deposit account)

06/04/1998 TTON11 00000203 1887089

01 FC:481 40.00 OP
 02 FC:482 325.00 OP

DO NOT USE THIS SPACE

9. Statement and signature.
To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Deborah K. Squiers Deborah K. Squiers June 2, 1998
 Name of Person Signing Signature Date

Total number of pages including cover sheet, attachments, and document: 7

Mail to: U.S. Patent and Trademark Office, Office of Public Records, Crystal Gateway 4, Rm. 335, Washington, D.C. 20231

SCHEDULE A

<u>Mark</u>	<u>Registration or Serial Number</u>
American Trucker	1,887,089
American Trucker and Design	1,936,401
American Trucker	2,049,294
Mine and Quarry Trader	1,389,865
Texas Arkansas Louisiana Oklahoma Trucker	1,868,245
Indiana Trucker	1,855,744
California Trucker	1,876,588
Cascade Trucker	1,855,743
Illinois Trucker	1,864,691
Badger Trucker	1,864,690
Buckeye Trucker	1,866,964
Allied and Design	1,472,193
American Farmer	75/113059
American Farmer	75/382960

ASSIGNMENT OF MARKS

THIS ASSIGNMENT OF MARKS (the "Assignment") is made as of this 11th day of May, 1998, by and between Southam Business Communications U.S.A. Inc., an Indiana corporation ("Assignor"), and Intertec Publishing Corporation, a Delaware corporation ("Assignee").

WHEREAS, Assignee and Assignor are parties to that certain Asset Purchase Agreement, dated as of May 11, 1998 (the "Asset Purchase Agreement"), pursuant to which Assignor has agreed to sell and Assignee has agreed to purchase certain Assets (as defined in the Asset Purchase Agreement) including, without limitation, (A) the United States trademark registrations and applications identified and set forth on Schedule A hereto which is incorporated herewith (collectively, the "Trademarks"), imprints, titles, names, trade names or service marks of Assignor (collectively, including the Trademarks, the "Marks") but excluding (i) the Marks to the extent same include the name Southam, Hollinger or SBC and (ii) the Southam Touch symbol ((i) and (ii) being hereinafter referred to as the "Excluded Marks") and (B) the goodwill of the business associated with the Marks; and

WHEREAS, Assignee wishes to acquire Assignor's entire right, title and interest in and to the Marks, together with the goodwill of the business in connection with which the Marks are used;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby sell, assign and transfer to Assignee, its legal successors and permitted assigns all right, title and interest, whether statutory, registered or at common law, that Assignor has or may have in the Marks and any renewals or extensions thereof, as applicable, to the extent such right title and interest exists throughout the world together with the goodwill of the business in connection with the Marks, and all causes of action for any and all previously occurring infringements of the Marks being assigned and the right to receive and retain the proceeds relating to those infringements.

Assignor will assist in obtaining or providing any further documents and do such other acts which may be proper or required to confirm all right, claim or title thereto.

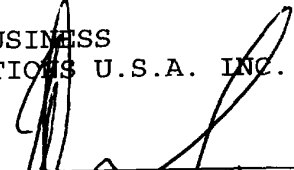
Nothing in this Assignment shall constitute an assignment or license of any kind of the Excluded Marks, which are hereby expressly reserved by SBC.

This Assignment shall be governed by, and construed in accordance with, the laws of the State of New York, without regard to its principles of conflicts of laws.

IN WITNESS WHEREOF, the parties hereto have caused this Assignment of Marks to be duly executed as of the day and year first above written.

SOUTHAM BUSINESS
COMMUNICATIONS U.S.A. INC.

by


Name: David Dodd
Title: President

INTERTEC PUBLISHING
CORPORATION

by

Name:
Title:

IN WITNESS WHEREOF, the parties hereto have caused this Assignment of Marks to be duly executed as of the day and year first above written.

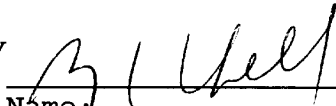
SOUTHAM BUSINESS
COMMUNICATIONS U.S.A. INC.

by

Name:
Title:

INTERTEC PUBLISHING
CORPORATION

by



Name: Beverly C Chell
Title: Vice Chairman

SCHEDULE A

<u>Mark</u>	<u>Registration or Serial Number</u>
American Trucker	1,887,089
American Trucker and Design	1,936,401
American Trucker	2,049,294
Mine and Quarry Trader	1,389,865
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Indiana Trucker	1,855,744
California Trucker	1,876,588
Cascade Trucker	1,855,743
Illinois Trucker	1,864,691
Badger Trucker	1,864,690
Buckeye Trucker	1,866,964
Allied and Design	1,472,193
American Farmer	75/113059
American Farmer	75/382960

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