

RECOR
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06-10-1998



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U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

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To the Honorable Commissioner of Patents

original documents or copy thereof.

MRD 6-3-98

1. Name of conveying party(ies):

KINGBIRD MEDIA GROUP LLC

- Individual(s)
- Association
- General Partnership
- Limited Partnership
- Corporation-State
- Other New York Limited Liability Company

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

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: 7 April 1998

2. Name and address of receiving party(ies):

Name: **CMP MEDIA INC.**

Internal Address:

Street Address: **600 Community Drive**

City: **Manhasset** State: **New York** Zip: **11030**

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State of 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

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

A. Trademark Application No.(s)

75/318,162

B. Trademark registration No.(s)

EXPRESS MAIL REGISTRATION
Date: 6/3/98 Label No. 45428064

I hereby certify that on the date indicated above I deposited this paper or fee with the U.S. Postal Service & that it was addressed for delivery to the Commissioner of Patents & Trademarks, Washington, DC 20231 by "Express Mail Post Office to Addressee" service.

Additional numbers attached? Yes No

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

Name: Darby & Darby P.C.

Internal Address: PAUL FIELDS

Street Address: 805 Third Avenue, 27th Floor

City: New York State: New York Zip: 10022-7513

6. Total number of applications and registrations involved:

Name (Print) D B Park Signature [Signature] 1

7. Total fee (37 CFR 3.41):.....\$0.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

04-0100

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

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.

Paul Fields
Name of Person Signing

[Signature]
Signature

3 June 1998
Date

06/10/1998 SMITH 00000092 75318162

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Total number of pages including cover sheet, attachments, and document: 40.00 OP

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Mail documents to be recorded with required cover sheet information to:
Commissioner of Patents & Trademarks, Box Assignments
Washington, D.C. 20231

TRADEMARK

REEL: 1738 FRAME: 0654

TRADEMARK ASSIGNMENT

Whereas, KINGBIRD MEDIA GROUP LLC (KINGBIRD), a New York limited liability company with its principal business office at 135 West 41st Street, Suite 814, New York, New York has intended to use the mark "K" Design (the "Mark") in commerce, and filed an application on July 1, 1997 based upon that intention with the United States Patent and Trademark Office, which application been assigned Serial No. 75/312162;


Whereas, KINGBIRD has since used the Mark but has not yet filed an allegation of use;

Whereas, pursuant to that certain Asset Purchase Agreement of even date herewith, CMP MEDIA INC. (CMP), a Delaware corporation with its principal office at 600 Community Drive, Manhasset, New York 11030, has agreed to purchase, and KINGBIRD has agreed to sell to CMP, the entire portion of KINGBIRD's business to which the Mark pertains, including but not limited to the Mark and the pending intent-to-use application therefor;

Now therefore, for good and valuable consideration. the receipt and sufficiency of which is hereby acknowledged, KINGBIRD does hereby assign to CMP all right, title and interest in and to the Mark, the pending intent-to-use application therefore, and the entire portion of its business to which the Mark pertains, and the goodwill of the business symbolized thereby, as required by 15 USC § 1060, together with all income, royalties or payments due or payable as of the date hereof or thereafter including, without limitation, all claims for damages by reason of past, present or future infringement or other unauthorized use of the Mark, with the right to sue for damages, and collect the same for CMP's own use and enjoyment and for the use and enjoyment of CMP's successors, assigns or other legal representatives.

KINGBIRD MEDIA GROUP LLC

Date: April 7, 1998

By: 
Name: PAUL E. KELLY
Title: CEO