

12-10-1998



100916514

12-8-98

RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

New

Resubmission (Non-Recordation)
Document ID #

Correction of PTO Error
Reel # Frame #

Corrective Document
Reel # Frame #

Conveyance Type

Assignment License

Security Agreement Nunc Pro Tunc Assignment

Merger

Change of Name

Other

Effective Date
Month Day Year
10 02 98

Conveying Party

Mark if additional names of conveying parties attached

Execution Date
Month Day Year
10 02 98

Name

Formerly

Individual General Partnership Limited Partnership Corporation Association

Other

Citizenship/State of Incorporation/Organization

Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)

City State/Country Zip Code

Individual General Partnership Limited Partnership If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

Corporation Association

Other

Citizenship/State of Incorporation/Organization

12/09/1998 SBURMS 00000141 75478352

FOR OFFICE USE ONLY

01 FC:481 40.00 OP
02 FC:482 525.00 OP

Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

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

TRADEMARK
REEL: 1824 FRAME: 0689

Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Correspondent Name and Address

Area Code and Telephone Number

202/862-5080

Name

Ann C. McMillan

Address (line 1)

Caplin & Drysdale, Chartered

Address (line 2)

One Thomas Circle, N.W.

Address (line 3)

Washington, D.C. 20005

Address (line 4)

Pages

Enter the total number of pages of the attached conveyance document including any attachments.

#

6

Trademark Application Number(s) or Registration Number(s)

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

75/478352

Registration Number(s)

1215200

1826752

1681976

75/462408

1304388

1682387

1638360

75/006508

1292813

1676358

1680344

Number of Properties

Enter the total number of properties involved.

#

22

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

\$

565.00

Method of Payment:

Enclosed

Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

#

Authorization to charge additional fees:

Yes

No

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. Charges to deposit account are authorized, as indicated herein.

Ann C. McMillan

November 10, 1998

Name of Person Signing

Signature

Date Signed

**RECORDATION FORM COVER SHEET
CONTINUATION
TRADEMARKS ONLY**

FORM PTO-1618C
Expires 06/30/99
OMB 0651-0027

U.S. Department of Commerce
Patent and Trademark Office
TRADEMARK

Conveying Party

Enter Additional Conveying Party

Mark if additional names of conveying parties attached

Execution Date
Month Day Year

Name

Formerly

Individual General Partnership Limited Partnership Corporation Association

Other

Citizenship State of Incorporation/Organization

Receiving Party

Enter Additional Receiving Party

Mark if additional names of receiving parties attached

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DBA/AKA/TA

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Individual General Partnership Limited Partnership

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Trademark Application Number(s)

Registration Number(s)

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1725593	2095968	<input type="text"/>
1715653	2098259	<input type="text"/>
1820608	2179719	<input type="text"/>
1927555	<input type="text"/>	<input type="text"/>
1944725	<input type="text"/>	<input type="text"/>
2100480	<input type="text"/>	<input type="text"/>
2104376	<input type="text"/>	<input type="text"/>

ASSIGNMENT

THIS ASSIGNMENT, effective as of the 2nd day of October, 1998, by Concrete Construction Publications, Inc. (d/b/a/ The Aberdeen Group), an Illinois corporation having its principal place of business at 426 S. Westgate Street, Addison, Illinois 60101 ("Assignor");

WHEREAS, Hanley-Wood, Inc., a District of Columbia corporation, having its principal place of business at One Thomas Circle, N.W., Suite 600, Washington, D.C. 20005 ("Assignee"), wishes to acquire and Assignor wishes to transfer to Assignee all right, title and interest Assignor owns in and to certain "Proprietary Rights," as hereinafter defined.

NOW THEREFORE, in view of the payment of Ten Dollars (\$10.00), and other legally sufficient and valuable consideration, the receipt and sufficiency of which are hereby acknowledged by Assignor, Assignor DOES HEREBY assign and transfer to Assignee all right, title and interest Assignor owns in and to the following "Proprietary Rights:"

1. "Marks and Trade Dress", which shall mean any and all trademarks, service marks, trade names, and other terms, words, designations, titles, designs, colors, color combinations, product configurations and indicia used or intended to be used in connection with Assignor's business; any and all applications filed and registrations received for any of the foregoing in the United States, the individual states thereof and jurisdictions foreign thereto, including without limitation those listed on attached Exhibit A; and the GOODWILL of the business in which the foregoing are used;

2. "Works," which shall mean any and all expressions of concepts and ideas created, used or published by or for Assignor in connection with Assignor's business, including without limitation any and all publications, plans, photographs, products and marketing, advertising and promotional materials in printed or other form, whether or not the same constitute "Works of Authorship" under the United States copyright laws; and any and all copyright applications filed and registrations received for any of the foregoing in the United States or elsewhere;

3. "Confidential Information," which shall mean any and all information developed or obtained by Assignor relating to Assignor's business comprising trade secrets, proprietary information, formulas, products, protocols, forms, procedures, methods for operating Assignor's business, marketing and advertising practices and plans and financial data, whether or not any of the foregoing is embodied in written or otherwise recorded form;

4. "Inventions," which shall mean discoveries, concepts, developments and ideas relating to Assignor's business, whether or not protectable

under the patent or other laws, including without limitation designs, methods, formulas, techniques, articles of manufacture, processes and procedures, as well as improvements and know-how relating thereto; and any and all patent applications filed and patents obtained for any of the foregoing in the United States or in jurisdictions foreign thereto; and

5. Any and all other rights and privileges provided under the copyright, patent, trademark, unfair competition, trade secret and other laws of the United States, the individual states thereof and jurisdictions foreign thereto with respect to the foregoing; the material objects in which such rights and privileges are embodied; any and all rights to and under any and all licenses and other agreements and documents relating to any of the foregoing; and any and all rights of publicity and waivers of privacy rights of any and all persons whose names, images, likenesses and other identifying indicia are included in the subject matter to which the foregoing relates.

Any and all rights created by or arising from use of the Proprietary Rights shall, by virtue of this Assignment, inure to and remain the sole and exclusive property of Assignee, and Assignor does hereby waive and renounce any and all claims to such rights.

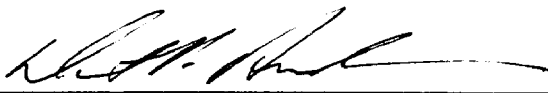
Assignor shall, without further consideration, execute any additional documents and take such further action as may be requested to protect, secure and vest in Assignee good, valid and marketable title to the Proprietary Rights.

Assignor does hereby authorize and empower Assignee to invoke and claim for any applications, registrations, patents or the like included within the Proprietary Rights, the benefits of any rights to which it may be entitled under international law or under the laws of any particular country, and to invoke and claim such rights without further written or oral authorization.

This instrument shall be binding upon and shall inure to the benefit of the parties, and their respective officers, directors, employees, agents, affiliates, attorneys, legal representatives, heirs, successors and assigns.

CONCRETE CONSTRUCTION
PUBLICATIONS, INC.

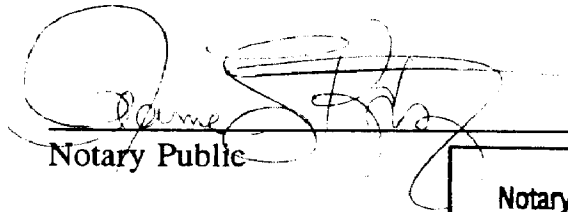
Date: October 2, 1998

By: 
Daniel P. Anderson
President

ACKNOWLEDGEMENT

DISTRICT OF COLUMBIA : SS

Before me, the undersigned, a Notary Public, on this 2nd day of October, 1998, personally appeared Daniel P. Anderson, to me known personally, who, being by me duly sworn, did say that he is the President of Concrete Construction Publications, Inc., and that said instrument (i.e., the Assignment) was signed on behalf of said Concrete Construction Publications, Inc. by authority of its Board of Directors, and the said Mr. Anderson acknowledged said instrument to be his free act and deed.



Handwritten signature of Jeanne G. Katz in black ink, written over a horizontal line.

Notary Public

Jeanne G. Katz Notary Public, District of Columbia My Commission Expires Dec. 14, 2002
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My Commission Expires: _____

Schedule 2.1 (f) Trademark Certificates - United States							Class	Comments
Country	Trademark	Registration #	Registration Date	Next Renewal Date	Class	Comments		
United States	World of Concrete	1215200	11/02/82	11/02/2002	35 & 41			
United States - Louisiana	The World of Concrete & design		10/15/81	10/15/2001	n/a			
United States	Concrete SourceBook	1304388	11/06/84	11/06/2004	16			
United States	Sunburst design	1292813	09/04/84	09/04/2004	16			
United States	World of Masonry	1826752	03/15/94	03/15/2004	16 & 35	proof of use due 3/15/2000		
United States	Aberdeen's Construction Marketing Today	1682387	04/07/92	04/04/2002	16			
United States	Aberdeen's Concrete Repair Digest	1676358	02/18/92	02/18/2002	16			
United States	Concrete Construction	1681976	04/07/92	04/07/2002	16			
United States	Concrete Trader	1638360	03/19/91	03/19/2001	16			
United States	Aberdeen's Magazine of Masonry Construction	1680344	03/24/92	03/24/2002	16			
United States	The Aberdeen Group	1725593	10/20/92	10/20/2002	16 & 35			
United States	AG (stylized)	1715653	09/15/92	09/15/2002	16 & 35			
United States	Aberdeen's Concrete Journal & Trader	1820608	02/08/94	02/08/2004	16	proof of use due 2/8/2000		
United States	Aberdeen's Concrete Journal	1927555	10/17/95	10/17/2005	16	proof of use due 10/17/2001		
United States	World of Construction	1944725	12/26/95	12/26/2005	35	proof of use due 12/26/2001		
United States	The Concrete Network	2100480	09/23/97	09/23/2007	35 & 42	proof of use due 9/23/2003		
United States	The Masonry Network	2104376	10/07/97	10/07/2007	35 & 42	proof of use due 10/7/2003		
United States	Concreteworld	2095968	09/09/97	09/09/2007	42	proof of use due 9/9/2003		
United States	Masonryworld	2098259	09/16/97	09/16/2007	42	proof of use due 9/16/2003		
United States	The Concrete Producer	2179719	08/04/98	08/04/2008	16	proof of use due 8/4/2000		

Schedule 2.1 (f)		Trademark Certificates - Foreign		Registration #	Registration Date	Next Renewal Date	Class	Comments
Country	Trademark							
Argentina	World of Concrete	1549985	01/31/95	01/31/2005	35	Certificate lost in mail		
Argentina	Mundo Del Concreto	1549886	01/31/95	01/31/2005	35	Certificate lost in mail		
Australia	The World of Concrete	8333448	07/20/83	05/29/2000	42			
Austria	The World of Concrete	91740	08/01/79	08/31/98	42	original certificate issued 1979		
Benelux	The World of Concrete (stylized)	154120	08/21/87	08/21/2000	42			
China	World of Concrete (Roman letters)	939567	01/28/97	01/27/2007	35			
Colombia	Aberdeen's World of Concrete	154731	03/22/94	03/22/2004	35			
Colombia	Mundo Del Concreto	154732	03/22/94	03/22/2004	35			
Costa Rica	Mundo Del Concreto	100454	03/18/97	03/18/2007	35			
Costa Rica	Aberdeen's World of Concrete	92176	07/12/95	07/12/2005	35			
Denmark	The World of Concrete	175-1980	01/11/80	01/11/2000	42			
France	The World of Concrete	1533792	05/31/89	05/31/99	35 & 42			
Germany	World of Concrete	2056920	10/19/92	10/19/2002	41 & 42			
Germany	AG (stylized)	396 20 411	05/02/96	05/31/2006	16 & 35			
Great Britain	World of Concrete	1329599	12/14/94	12/14/2004	35	original certificate issued 1987		
Great Britain	World of Concrete	1329600	12/14/94	12/14/2004	41	original certificate issued 1987		
Japan	World of Concrete (English)	4116938	02/20/98	02/20/2008	35			
Japan	World of Concrete (Japanese)	4116939	02/20/98	02/20/2008	35			
Mexico	Mundo Del Concreto	450023	11/05/93	11/05/2003	35	Roger has original		
Mexico	Aberdeen's World of Concrete	505951	04/18/94	04/19/2004	35			
Mexico	Mundo De Concreto	482929	04/19/94	04/19/2004	35			
Panama	World of Concrete	66863	03/15/95	03/15/2005	35			
Panama	Mundo Del Concreto	73000	02/09/96	02/09/2006	35			
Switzerland	AG (stylized)	425998	03/03/95	03/03/2005	16 & 35			
Switzerland	World of Concrete	426027	03/03/95	03/03/2005	35 & 41			
Switzerland	Aberdeen's World of Concrete	425911	03/03/95	03/03/2005	35 & 41			
Switzerland	The World of Concrete and Design	357459	08/05/87	08/05/2007	16			
Taiwan	World of Concrete	10912	05/16/98	05/16/2008	35			
United Arab Emirates	World of Concrete	8842	12/12/92	12/12/2002	35	re-registration pending		
United Arab Emirates	World of Concrete	4737	10/19/94	10/19/2004	35			

Schedule 2.1 (f)		Applications Approved & Registrations Pending - All					
Country	Trademark	Serial #	Filing Date	Class	Comments		
China	World of Concrete (Mandarin)	95027377	03/16/95	35			
European Community	World of Concrete	000444034	12/27/96	35, 41 & 42			
European Community	The Concrete Network	000260869	05/09/96	42			
Great Britain	World of Construction	2003537	11/29/94	35			
Hong Kong	World of Concrete	95/03007	03/14/95	35			
India	World of Concrete	657363	03/01/95	16			
Indonesia	World of Concrete	J97 21588	10/03/97	35			
Indonesia	World of Concrete	J97 21587	10/03/97	41			
Malaysia	World of Concrete	98/01571	02/14/98	41			
Malaysia	World of Concrete	98/01572	02/14/98	35			
Singapore	World of Concrete (stylized)	4677/92	06/22/92	41			
Singapore	World of Concrete (stylized)	4678/92	06/22/92	35			
United States	The Concrete Advantage	75/478352	05/01/98	16			
United States	Construction SuperNetwork (stylized)	75/462408	04/06/98	35 & 42			
United States	World of Construction Information Services	75/006508	10/16/95	35 & 42			
Venezuela	Mundo Del Concreto	11199	06/21/93	35			
Venezuela	Aberdeen's World of Concrete	11200/93	06/21/93	35			

10/02/98

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