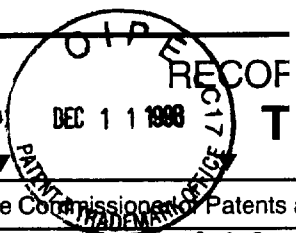


12-16-1998



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

1. Name of conveying party(ies): MRO 12-11-98

PRIMEDIA Intertec Corporation
(f/k/a Intertec Publishing Corporation)

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

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

3. Nature of conveyance:

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

Execution Date: November 10, 1998

2. Name and address of receiving party(ies)

Name: Chemical Week Associates

Internal Address: _____

Street Address: 888 7th Ave., 26th Floor

City: New York State: NY ZIP: 10106

- Individual(s) citizenship
- Association
- General Partnership New York
- Limited Partnership
- Corporation-State
- 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 patent number(s):

A. Trademark Application No.(s)

12/15/1998 SBURNS 00000139 1205436

01 FC:481 40.00 DP
02 FC:482 50.00 DP

B. Trademark Registration No.(s)

1,205,436 and 1,855,749

1,403,123

Additional numbers attached? Yes No

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

Epstein, Edell & Retzer

Name: Aaron B. Retzer

Internal Address: _____

Street Address: 1901 Research Blvd., Suite 400

City: Rockville State: MD ZIP: 20850

6. Total number of applications and registrations involved: _____

3

7. Total fee (37 CFR 3.41).....\$ 90.00

- Enclosed Check No. 2290
- Authorized to be charged to deposit account

8. Deposit account number: _____

(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.

Aaron B. Retzer

Name of Person Signing

[Signature]
Signature

12/11/98

Date

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

5

TRADEMARK ASSIGNMENT

WHEREAS, PRIMEDIA Intertec Corporation (f/k/a Intertec Publishing Corporation), a Delaware corporation having an address at 9800 Metcalf, Overland Park, Kansas, 66212 ("Assignor"), is the owner of certain registered trademarks, trade names, service marks and logos relating to the Business (as defined), including, but not limited to those listed and described on Exhibit A attached hereto (along with the goodwill associated with each of the foregoing collectively, the "Marks");

WHEREAS, Chemical Week Associates, a New York general partnership having its place of business at 888 Seventh Avenue, 26th Floor, New York, New York 10106 ("Assignee") desires to acquire Assignor's entire right, title and interest in and to the Marks; and

WHEREAS, Assignor and Assignee have entered into an Asset Purchase Agreement of even date herewith (the "Agreement"), pursuant to which Assignor has agreed to sell and Assignee has agreed to purchase certain of the assets of Assignor, and Assignee has agreed to assume certain of the liabilities of Assignor, in each case relating to the Business (as defined in the Agreement);

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign and transfer unto Assignee, its legal successors and permitted assigns all right, title and interest, whether statutory, registered or at common law, in and to the Marks, throughout the world, and any renewals or extensions thereof, and all causes of action for any and all previously occurring infringements of the rights being assigned and the right to receive and retain the proceeds relating to those infringements.

In the event of any conflict or inconsistency between the terms, provisions and conditions of this Trademark Assignment and the Agreement, the terms, provisions and conditions of the Agreement shall govern.

This instrument shall be governed by the laws of the state of New York (without regard to conflicts of laws principles).

Assignor agrees to execute any further papers and to do such other acts as may be necessary and proper to vest all right, title and interest in and to the Marks in Assignee.

IN WITNESS WHEREOF, Assignor has caused these presents to be duly executed in a manner appropriate thereto this 10th day of November, 1998.

PRIMEDIA INTERTEC CORPORATION


By: 
Name: Beverly C. Chell
Title: Vice Chairman

EXHIBIT A

Trademark

Registration No./ Serial No.

Mark	Reg. No.	Reg. Date	Status	Renewal Date
Adhesives Age	1,205,436	Aug. 17, 1982	Principal Register	Aug. 17, 2002
Adhesives Age (Stylized)	1,855,749	Sept. 27, 1994	Principal Register	Sept. 27, 2000

The magazine also is the owner of the following mark, which is no longer in use and is being abandoned:

Mark	Reg. No.	Reg. Date	Status	Renewal Date
Adhesives Age (Stylized)	1,403,123	July 29, 1986	Principal Register	July 29, 2006

