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TRADEMARK  
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Assignor	MACFADDEN TRADE PUBLISHING, L.L.C.
Reg./Ser. Nos.	2,093,862; 1,562,833; 1,542,085; 1,136,760; 75-294,974; 1,018,820; 75-501,515; 1,749,388; 2,185,519; 2,190,499; 2,188,992; 2,027,988; 901,563
Service Mark	FOOD LOGISTICS; THE JOURNAL OF PETROLEUM MARKETING; U.S. DISTRIBUTION JOURNAL; CONVENIENCE STORE NEWS; TAKE OUT BUSINESS; BEVERAGE WORLD; BEVERAGE AISLE; BEVERAGE AISLE; BEVERAGE WORLD EN ESPANOL; BEVERAGE WORLD'S PERISCOPE; BEVERAGE WORLD INTERNATIONAL; CHINA BEV; SOFT DRINKS SCOPE; DISCOUNT MERCHANDISER

Box Assignment  
Assistant Commissioner for Patents  
Washington, DC 20231

Assignment Recordation Form Cover Sheet

Dear Sir:

Please record the attached original document.

- Name of conveying party. MACFADDEN TRADE PUBLISHING, L.L.C..
- Name and Address of Receiving Party. BILL COMMUNICATIONS, INC., a New York corporation, 355 Park Avenue South; New York, N.Y. 10010-17.
- Nature of Conveyance: Trademark Assignment. Execution Date: February 2, 1999.

03/25/1999 DNGUYEN 00000017 2093862

01 FC:481  
02 FC:482

40.00 DP  
325.00 DP

**Mailing Certificate:** I hereby certify that this correspondence is today being deposited with the U.S. Postal Service as *First Class Mail* in an envelope addressed to: Box Assignment, Commissioner for Patents and Trademarks, Washington, DC 20231.

Date: 3/18/99

AnneMarie Provino  
AnneMarie Provino

4. Name and Address of Party to Whom Correspondence Concerning Document should be mailed.

Gene S. Winter, Registration No., 28,352  
Attorney for Applicant  
ST.ONGE STEWARD JOHNSTON & REENS LLC  
986 Bedford Street  
Stamford, CT 06905-5619  
203 324-6155

5. Registration/Application Numbers: 2,093862; 1,562,833; 1,542,085; 1,136,760; 75-294,974; 1,018,820; 75-501,515; 1,749,388; 2,185,519; 2,190,499; 2,188,992; 2,027,988; 901,563.

6. Total Number of Applications/Registrations Involved: 14.

7. Total Fee (37 CFR 3.41). \$365.00 due..

8. Authorization to Charge Deposit Account. The Commissioner is hereby authorized to charge any additional fees due by this paper and during the entire pendency of this Application to Account No. 19-4516.

9. Statement and Signature. Total number of pages including cover sheet, attachments and document are 4. To the best of my knowledge and belief, the foregoing information is true and correct.

Respectfully submitted,



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Gene S. Winter, Registration No., 28,352  
Stephen P. McNamara, Registration No. 32,745  
Attorneys for Applicant  
ST. ONGE STEWARD JOHNSTON & REENS LLC  
986 Bedford Street  
Stamford, CT 06905-5619  
203 324-6155

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SCHEDULE "A"

TRADEMARK

FOOD LOGISTICS  
 THE JOURNAL OF PETROLEUM MARKETING  
 U.S. DISTRIBUTION JOURNAL  
 CONVENIENCE STORE NEWS  
 TAKE OUT BUSINESS  
 BEVERAGE WORLD  
 BEVERAGE AISLE  
 BEVERAGE AISLE  
 BEVERAGE WORLD EN ESPANOL  
 BEVERAGE WORLD'S PERISCOPE  
 BEVERAGE WORLD INTERNATIONAL  
 CHINA BEV  
 SOFT DRINKS SCOPE  
 DISCOUNT MERCHANDISER

REG./SERIAL NO.

2,093,862  
 1,562,833  
 1,542,085  
 1,136,760  
 75-294,974  
 1,018,820  
 75-501,515  
 1,749,388  
 2,185,519  
 2,190,499  
 2,188,992  
 2,027,988  
 901,563  
 (Serial No. to be assigned  
 re: trademark application  
 filed with the United States  
 Patent and Trademark  
 Office on January 20,  
 1999.)

COMMON LAW MARKS

BEVERAGE WORLD DATABANK  
 BEVERAGE SHOWCASE  
 FOOD LOGISTICS INTERNATIONAL  
 SUPERMARKET BUSINESS  
 C-STORE NEWS  
 CSN  
 CSNEWS  
 CSNEWS ONLINE  
 NONFOODS BUSINESS  
 INSTORE BUSINESS  
 UNITED STATES TOBACCO AND CANDY JOURNAL  
 SOFT DRINKS

*Not Available yet  
 3/16/99*

00993-A0110A GSW

**Trademark Assignment**

**WHEREAS**, MACFADDEN TRADE PUBLISHING, L.L.C., a Delaware limited liability company, having offices located at 233 Park Avenue South, New York, New York 10003; (hereinafter referred to as ASSIGNOR) had adopted and owned certain trade names and trademarks as set forth on Schedule "A" attached;

**WHEREAS**, on February 2, 1999, BILL COMMUNICATIONS, INC., a New York Corporation, having offices at 355 Park Avenue South; New York; NY 10010 (hereinafter referred to as ASSIGNEE) acquired from the Assignor all right, title and interest in and to said trade names and trademarks as set forth on Schedule "A" attached;

**NOW, THEREFORE**, for good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR does hereby assign, grant, transfer and otherwise convey to ASSIGNEE, its successors and assigns, effective February 2, 1999, all rights, title and interest in and to the said trade names and trademarks as set forth on Schedule "A" attached, including but not limited to all of ASSIGNOR's common law rights and registrations pertaining thereto, as well as all of the good will of the business symbolized by said trade name and trademark.

Dated: February 2<sup>nd</sup>, 1999

**MACFADDEN TRADE PUBLISHING, L.L.C.**

By: \_\_\_\_\_  
Name: ANNA BLANCO  
Title: VICE PRESIDENT

**STATE OF** : **SS.**  
**COUNTY OF** :

On this 2<sup>nd</sup> day of February, 1999, before me personally came Anna Blanco of MacFadden Trade Publishing, L.L.C., to me known and known to me to be the same person described in and who executed the foregoing instrument and duly acknowledged to me that this document was executed as a free act and deed.

BRIAN CHEBLI  
Notary Public, State of New York  
No. 43-6013479  
Qualified in Richmond County  
Commission Expires Sept. 14, 2000

Brian Chebli  
Notary Public