

04-06-1999



101002168

TRADEMARK
02925-G0000 GSW

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Assignor	SHORE-VARRONE, INC.,
Serial/Reg. Nos.	2071418; 2043602; 1763683; 2226889; 2203112; 2153337; 2093837; 2086651; 2164848; 2132203; 2132208; 1960489; 1941884; 1906894; 1763683; 1618733; 1012184; 75-352554; 75-352568; 75-543233; 75-544277; 75-544998 1472195
Service Mark	IMAGINGEXPO; IMAGINGWORLD; IMAGING- WORLD; KNOWLEDGE MANAGEMENT EXPO; GLOBALSHOP; THE VISUAL MERCHANDISING SHOW; RETAIL OPERATIONS & CONSTRUCTION EXPO; THE STORE FIXTURING SHOW; SPORTSWOMAN; SHOPWEST; SHOPEAST; DIS- PLAY & DESIGN IDEAS; TRUCK ACCESSORY NEWS; AUTOMOTIVE & TRANSPORTATION IN- TERIORS; IMAGING WORLD; THE SPORTING GOODS DEALER; THE SPORTING GOODS DEALER; KMW KNOWLEDGE MANAGEMENT WORLD; KMN KNOWLEDGE MANAGEMENT NEWS; KM WORLD; I3 IN-STORE INTERACTIVE IDEAS; KMEXPO; SPORTSTREND

Box Assignment
Assistant Commissioner for Patents
Washington, DC 20231

Assignment Recordation Form Cover Sheet

Dear Sir:

Please record the attached original document.

1. Name of conveying party. SHORE-VARRONE, INC.
2. Name and Address of Receiving Party. SCI-BV HOLDINGS, INC., a Delaware Corporation, at c/o VNU USA, INC., Attn: Legal Department, 1515 Broadway, 15th Floor, New York, NY 10036.

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: 3/25/99

AnneMarie Provino

04/05/1999 DNGUYEN 00000175 2071418

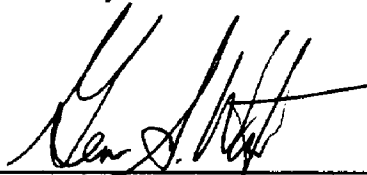
01 FC:481
02 TC:482

40.00 DC
550.00 DP

TRADEMARK
REEL: 1878 FRAME: 0378

3. Nature of Conveyance: Merger. Execution Date: December 31, 1998.
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. Serial/Reg. Nos. 2071418; 2043602; 1763683; 2226889; 2203112; 2153337; 2093837; 2086651; 2164848; 2132203; 2132208; 1960489; 1941884; 1906894; 1763683; 1618733; 1012184; 75-352554; 75-352568; 75-543233; 75-544277; 75-544998 1472195.
6. Total Number of Registrations/Applications Involved: 23.
7. Total Fee (37 CFR 3.41). \$590.00 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,



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

CERTIFICATE OF MERGER
OF SHORE-VARRONE, INC.
WITH AND INTO
SCI-BV HOLDINGS, INC.

The undersigned corporation, organized and existing under and by virtue of the law of the State of Delaware, DOES HEREBY CERTIFY:

1. Shore Varrone, Inc., a Georgia corporation is merging with and into SCI-BV Holdings, Inc., a Delaware corporation and SCI-BV Holdings, Inc. will be the surviving corporation following the Merger.

2. The Articles of Incorporation of SCI-BV Holdings, Inc. will continue after the Merger as the Articles of the surviving corporation

3. The executed Agreement and Plan of Merger is on file at the principal place of business of the surviving corporation. The address of the principal place of business of the surviving corporation is SCI-BV Holdings, Inc., c/o VNU USA, INC., attn: Legal Department, 1515 Broadway, 15th Floor, New York, NY 10036.

4. A copy of the Plan of Merger will be furnished by the surviving corporation, on request and without cost, to any stockholder of any corporation that is a party to the Merger.

5. The Plan and Agreement was unanimously approved by the Shareholders of both of the corporations.

6. The effective date of the Merger is December 31, 1998.

7. The surviving corporation certifies that a Notice of Merger and a publishing fee of \$40.00 have been mailed or delivered to an authorized newspaper, as required by law.

IN WITNESS WHEREOF, the corporation has caused its duly authorized officer to execute and deliver this Certificate of Merger as of the 30th day of December, 1998.

SCI-BV HOLDINGS, INC.

by: Frederick A. Steinmann, VP
Frederick A. Steinmann
Vice-President

BSR (S)
JAN 14 11 38 AM '99

SECRETARY OF STATE
JAN 5 1 24 PM '99
BSR (S)

SECRETARY OF STATE

**SCHEDULE FOR RECORDING MERGER OF
SHORE-VARRONE, INC. INTO SCI-BV HOLDINGS, INC.**

TRADEMARK

REGISTRATION/SERIAL NO.

IMAGINGEXPO	2071418
IMAGINGWORLD	2043602
IMAGING WORLD	1763683
KNOWLEDGE MANAGEMENT EXPO	2226889
GLOBALSHOP	2203112
THE VISUAL MERCHANDISING SHOW	2153337
RETAIL OPERATIONS & CONSTRUCTION EXPO	2093837
THE STORE FIXTURING SHOW	2086651
SPORTSWOMAN	2164848
SHOPWEST	2132203
SHOPEAST	2132208
DISPLAY & DESIGN IDEAS	1960489
TRUCK ACCESSORY NEWS	1941884
AUTOMOTIVE & TRANSPORTATION INTERIORS	1906894
IMAGING WORLD	1763683
THE SPORTING GOODS DEALER	1618733
THE SPORTING GOODS DEALER	1012184
KMW KNOWLEDGE MANAGEMENT WORLD	75-352554
KMN KNOWLEDGE MANAGEMENT NEWS	75-352568
KM WORLD	75-543233
I3 IN-STORE INTERACTIVE IDEAS	75-544277
KMEXPO	75-544998
SPORTSTREND	1472195