

05-12-1999



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REGISTRATION FORM COVER SHEET  
TRADEMARKS ONLY

U.S. Department of Commerce  
Patent and Trademark Office

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To the Honorable

Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Environmental Industry Associations

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

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

MPD  
4.29.99

2. Name and Address of receiving party(ies)

Name: PRIMEDIA Intertec Corporation

Address: 9800 Metcalf  
Overland Park, Kansas 66212

3. Nature of conveyance:

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

Execution Date: January 11, 1999

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

B. Trademark Registration No.(s)

1,869,900

Additional numbers attached?  Yes  No

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

Cowan, Liebowitz & Latman, P.C.  
1133 Avenue of the Americas  
New York, NY 10036-6799  
Attention: Deborah K. Squiers, Esq.

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41)..... \$ 40.00

Enclosed

Any deficiency is authorized to be charged to Deposit Account No. 03-3415.

8. Deposit Account No. 03-3415

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

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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.

Deborah K. Squiers, Esq.

Name of Person Signing

Deborah K. Squiers  
Signature

April 26, 1999  
Date

Total number of pages including cover sheet, attachments, and document: 5

Mail to: U.S. Patent and Trademark Office, Office of Public Records, Crystal Gateway 4, Room 335, Washington, DC 20231

## SCHEDULE A

WASTE EXPO – registered with U.S. Patent and Trademark Office (Dec. 1994). First claimed use in 1984.

*Waste Age* – Common law trademark. Date of first use is 1981.

*Recycling Times* – Common law trademark. Date of first use is 1989.

*Infectious Waste News* – Common law trademark. Date of first use is 1987.

Markets Page – Common law trademark. Date of first use is 1989.

**TRADEMARK ASSIGNMENT**

**TRADEMARK ASSIGNMENT**, made as of January 11, 1999, between Environmental Industry Associations, an Illinois corporation ("Assignor"), and PRIMEDIA Intertec Corporation, a Delaware corporation ("Assignee").

**WHEREAS**, Assignor, with offices at 4301 Connecticut Avenue, N.W., Washington, D.C. 20008, has adopted, used, is using and is the owner of trademarks, service marks, trade names and trade dress listed on Schedule A attached hereto (collectively, the "Marks") and is the owner of the registrations and pending applications, if any, listed on Schedule A;

**WHEREAS**, Assignee, with offices at 9800 Metcalf, Overland Park, Kansas 66212, desires to acquire the Marks and the registrations and applications thereof; and

**WHEREAS**, Assignor and Assignee have entered into an Asset Purchase Agreement, dated as of even date herewith (the "Agreement"), pursuant to which Assignee is acquiring the assets primarily related to the Business from the Assignor;

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee, its successors and assigns, absolutely and forever, its entire right, title and interest, whether statutory or at common law, in and to these Marks throughout the world, together with the goodwill of the business symbolized by them, and all registrations and pending applications therefor, including but not limited to 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.

Assignor agrees to execute any further papers and to do such other acts (without the expenditure of funds) as may be necessary and proper to vest full title in and to the Marks in the Assignee.

IN WITNESS WHEREOF, the Assignor has executed this Trademark Assignment as of the date first written above.

ENVIRONMENTAL INDUSTRY ASSOCIATIONS

By: *Druce J. Parker*  
Name: DRUCE PARKER  
Title: PRESIDENT AND CHIEF EXECUTIVE OFFICER

PRIMEDIA INTERTEC CORPORATION

By: *Ann M. Riposani*  
Name: ANN M. RIPOSANI  
Title: ASSISTANT SECRETARY

