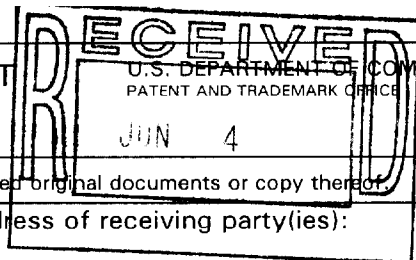


06-10-1999



RM COVER SHEET
RKS ONLY



To the Hon

1. Name of conveying party

101060449

Cowles Business Media, Inc.

- ☐ Individual(s) ☐ Association
☐ General Partnership ☐ Limited Partnership
☒ Corporation of Connecticut
☐ Other

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

3. Nature of conveyance:

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

Execution Date: March 17, 1997

2. Name and address of receiving party(ies):

ASM Communications, Inc.
1515 Broadway
New York, New York 10036

- ☐ Individual(s) citizenship
☐ Association
☐ General Partnership
☐ Limited Partnership
☒ Corporation of New York
☐ 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)

75/013,138
75/013,219

B. Trademark registration No.(s)

1,800,736

Additional numbers attached? ☐ Yes ☒ No

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

Perla M. Kuhn, Esq.
Hughes Hubbard & Reed LLP
One Battery Park Plaza
New York, New York 10004-1482
(212) 837-6550

6. Total number of applications and registrations involved: 3

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

- ☒ Enclosed
☒ Authorized to be charged to deposit account

8. Deposit Account No.: 08-3264

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.

Name of Person Signing

Perla M. Kuhn

Perla M. Kuhn

June 4, 1999

Date

06/09/1999 MTHAI1 00000103 75013138

01 FC:481 Total number of pages including cover sheet, attachments, and document:
02 FC:482 40.00 OP
50.00 OP

Mail documents to be recorded with required cover sheet information to:

U.S. Patent and Trademark Office, Office of Public Records
Crystal Gateway 4, Room 335, Washington, D.C. 20231

CERTIFICATE OF MAILING

Express Mail Certificate No.: E1827755744US

I hereby certify that this correspondence is being deposited with the U.S. Postal Service as first class mail in an Express Mail envelope addressed to: U.S. Patent and Trademark Office, Office of Public Records, Crystal Gateway 4, Room 335, Washington, D.C. 20231, on June 4, 1999 (Date of Deposit).

Elaine S. Parker

Name

Signature

June 4, 1999

Date of Signature

TRADEMARK
REEL: 001910 FRAME: 0425

TRADEMARK ASSIGNMENT

1. This Assignment is made this 17th day of March, 1997, by COWLES BUSINESS MEDIA, INC., a Connecticut corporation ("Assignor"), to ASM COMMUNICATIONS INC., a New York corporation ("Assignee").

2. Assignor has adopted and used the trademarks listed below (collectively the "Marks") and hereby intends to assign the Marks to Assignee:

<u>Mark</u>	<u>Serial No.</u>	<u>Registration No.</u>
INSIDE MEDIA	74/355,884	1,800,736
INSIDE MEDIA	75/013,219	pending
THE MIND OF MEDIA	75/013,138	pending

3. NOW, THEREFORE, for good and valuable consideration (the receipt and sufficiency of which are hereby acknowledged by Assignee), Assignor does hereby transfer, assign and sell to Assignee all of Assignor's right, title and interest in and to the Marks, together with the goodwill symbolized by the Marks, and all of Assignor's claims (if any) for damages by reason of past infringement of the Marks, together with Assignor's right (if any) to sue for and collect any such damages for Assignee's own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives.

COWLES BUSINESS MEDIA, INC.

By:

Its:

Douglas J. Manoni
VICE PRESIDENT

M1 0241 528 01

June 4, 1999

Via Express Mail Certificate No.: EI827757744US

Commissioner of Patents
and Trademarks
Washington, DC 20231
Attn: Assignment Branch

Re: Recordal of Assignment
From: Cowles Business Media, Inc.
To: ASM Communications, Inc.
In the United States Patent and Trademark Office

Dear Sir:

Please proceed with recordal of the enclosed assignment from Cowles Business Media, Inc. to ASM Communications, Inc., against registration No. 1,800,736 and application serial Nos. 75/013,138 and 75/013,219.

For this purpose, we enclose our check in the amount of \$90.00 to cover the required fee, Recordation Form Cover Sheet, assignment document and powers of attorney.

We look forward to receiving the notice of recordation in due course.

Very truly yours,


Perla M. Kuhn

PMK/esp 070426.2800

Enclosures

W6-NY991390.330

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