

07-01-1999

U.S. Department of Commerce
Patent and Trademark Office

06-24-1999

HEET

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U.S. Patent & TMO/c/TM Mail RcptDt. #47



101080527

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

1. Name of conveying party(ies): 6.24.99

Cowles Business Media, Inc.

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

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

2. Name and Address of receiving party(ies)

Name: Intertec Publishing Corporation

Address: 9800 Metcalf
Overland Park, Kansas 66212

3. Nature of conveyance:

Assignment Merger
 Security Agreement Change of Name
 Other _____

Execution Date: May 27, 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): SEE ATTACHED SCHEDULE

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

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
Attn: Deborah K. Squiers, Esq.

6. Total number of applications and registrations involved: 45

7. Total fee (37 CFR 3.41)..... \$ 1,165.00

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)

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
Name of Person Signing

Deborah K. Squiers
Signature

June 1, 1999
Date

Total number of pages including cover sheet, attachments, and document: 7

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

06/30/1999 DNGUYEN 00000244 1742278

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EXHIBIT 1
MAILED

TRADEMARK
JUNE 2, 1999
REEL: 001928 FRAME: 0397

COVERAGE TO BE CONVEYED TO INTERTEC PUBLISHING COPORATION

Country: United States

<u>Mark</u>	<u>Classes</u>	<u>App. #</u>	<u>App. Dt</u>	<u>Reg. #</u>	<u>Reg. Dt</u>
AGENT'S EDGE	16			1793628	9/21/93
AMERICAN TRENDS	16	74/736009	9/29/95		
ANNUAL CATALOG CONFERENCE & EXHIBITION	35	75/366591	10/ 1/97		
CABLE AVAILS	16	74/190728	8/ 1/91	1742278	12/22/92
CABLE WORLD	16	73/774691	1/17/89	1558993	10/ 3/89
CATALOG AGE	16	73/467624	2/27/84	1311064	12/25/84
CATALOG AGE	35	75/976715	12/ 7/95	2135118	2/ 3/98
CATALOG AGE	9	75/029229	12/ 7/95		
CIRCULATION MANAGEMENT	16	75/366589	10/ 1/97	2241368	4/20/99
CIRCULATION MANAGEMENT CONFERENCE & EXPO	35	75/366592	10/ 1/97	2239946	4/13/99
DEMOMEMO	16	74/018025	1/11/90	1625445	11/27/90
DIRECT	16	73/765440	11/23/88	1594150	5/ 1/90
DIRECT	35	75/976717	12/ 7/95	2135120	2/ 3/98
DIRECT	9	75/029228	12/ 7/95		
DIRECT NEWSLINE	35	75/366545	10/ 1/97		
DIRECTORY WORLD	16, 35	75/242692	2/18/97	2149127	4/ 7/98
DPX	16	75/406630	12/17/97		
FACE TO FACE (STYLIZED)	35, 41	73/222567	7/ 9/79	1159388	6/30/81
FIRST DAY	16	74/261161	3/31/92	1780216	7/ 6/93
FOLIO: (STYLIZED)	16	73/287146	11/24/80	1208218	9/14/82
FOLIO: THE MAGAZINE FOR MAGAZINE MANAGEMENT	16			1608210	7/31/90
FORECAST (STYLIZED)	16	75/119507	5/28/96	2057428	4/29/97

COVERAGE TO BE CONVEYED TO INTERTEC PUBLISHING COPORATION

INSIDE MEDIA	16			1800736	10/26/93
INTERNATIONAL MAGAZINE MANAGEMENT EXECUTIVE FORUM	35	75/366537	10/ 1/97	2243997	5/ 4/99
M2 (STYLIZED)	41	75/210905	12/10/96	2144317	3/17/98
MAGAZINE AGE	16			1182895	12/22/81
MAGAZINE WEEK	16			1517927	12/27/88
MARKETING TOOLS	16	74/494233	2/25/94	1973521	5/ 7/96
NATIONAL CENTER FOR DATABASE MARKETING	35	75/219509	12/27/96	2229917	3/ 9/99
ON DEMAND	16	74/567993	8/31/94	1900226	6/13/95
ON DEMAND & DESIGN	16	74/567914	8/31/94	1919671	9/19/95
OZZIE	41	74/534739	6/ 7/94	1955684	2/13/96
PRE-	16	74/534884	6/ 8/94	1896218	5/30/95
PRE-MIERE	41	74/534338	6/ 8/94	1894401	5/16/95
PRE-PUBLISHING & PRINT PRODUCTION CONFERENCE & EXPO	41	74/574379	9/15/94	1926789	10/10/95
PROMO	16, 35	75/366590	10/ 1/97	2236281	3/30/99
PROMO EXPO	35	75/366593	10/ 1/97		
PROMOXTRA!	16	75/366544	10/ 1/97		
THE COWLES REPORT ONDATABASE MARKETING	16	74/327518	10/30/92	1843620	7/ 4/94
THE DATABASE MARKETER	16	75/624950	1/22/99		
THE FOLIO:400	16	73/467625	2/27/84	1308964	12/11/84
THE FOLIO:SHOW	35, 41	73/660923	5/15/87	1469983	12/22/87
THE NATIONAL CENTER FOR DATABASE MARKETING, INC. & DESIGN	41	74/422689	8/10/93	1930498	10/31/95
THE WORLD PRO AWARDS	41	75/366588	10/ 1/97	2230279	3/ 9/99

TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is made the 27th day of May, 1999 between COWLES BUSINESS MEDIA, INC., a corporation organized and existing under the laws of Connecticut with its principal place of business at 11 River Bend Drive South, P.O. Box 4949, Stamford, Connecticut 06907 ("Assignor") and INTERTEC PUBLISHING CORPORATION, a corporation organized and existing under the laws of Delaware, with its principal place of business at 9800 Metcalf, Overland Park, Kansas 66212 ("Assignee").

WHEREAS, Assignor has adopted and used in the United States the trademarks listed in the Schedule hereto and is the owner of the registrations and applications thereof shown in the Schedule (the "Trademarks"); and

WHEREAS, Assignee wishes to acquire all of Assignor's right, title and interest in and to the Trademarks and the goodwill associated therewith;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns, transfers, and conveys unto Assignee all of its rights, title and interest in and to the Trademarks, whether statutory or at common law, including all applications and registrations thereof, together with the goodwill of the business symbolized by the Trademarks, and the right to sue for, collect and retain all damages and profits and all other remedies for past infringements thereof.

COWLES BUSINESS MEDIA, INC.

By: 

Name: Ann M. Riposanu

Title: Assistant Secretary

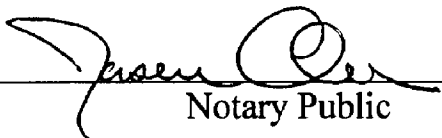
UNITED STATES

NOTARIAL ACKNOWLEDGEMENT

STATE OF New York)
) ss.:
COUNTY OF New York)

On the 27th day of May, 1999, before me personally came Ann Riposanu, to me known, who being by me duly sworn, did depose and say that he/she is Assistant Secretary of COWLES BUSINESS MEDIA, INC., the corporation described in and which executed the foregoing instrument; and that he/she signed his/her name thereto by order of the Board of Directors.

Notarial Seal


Notary Public

JASON OH
Notary Public, State of New York
No. 01OH5085430
Qualified in New York County
Commission Expires Sept. 22, 1999