

08-30-1999

1-31-92



MEM
Please



To the Honorable Commissioner

08-23-1999

101130661

copy thereof.

1. Name of conveying party
Insurance Week, Inc.

nt & TMOfe/TM Mail Rcpt Dt. #31

Individual(s) Association

Partnership Limited Partnership

Corporation-State
Washington

Other _____

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

2. Name and address of receiving party(ies):
Name: The National Underwriter Company

Internal Address: _____

Street Address 505 Gest Street

City: Cincinnati State: OH ZIP: 45203

Individual(s) citizenship

Association _____

General Partnership _____

Limited Partnership _____

Corporation-State Ohio

Other _____

If assignee is not domiciled in the United States, a domestic Representative designation is attached: Yes No
(Designations must be separate document from Assignment)

Additional name(s) & address(es) attached? Yes No

MAD
8/23/99

3. Nature of Conveyance

Assignment Merger

Security Agreement Change of Name

Other _____

Execution Date: June 30, 1999

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)
75/537,884

B. Trademark Registration No.(s)
857,524
1,845,570

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence Concerning document should be mailed:
Name: Louis K. Ebling

Internal Address: FROST & JACOBS LLP

Street Address: 2500 PNC CENTER
201 East Fifth Street

City: Cincinnati State: OH ZIP: 45202

6. Total number of applications and registrations involved: 1

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

Enclosed

Authorized to be charged to deposit account

8. Deposit Account Number
06-2226
(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

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01 FC:481 40.00 OP
02 EC:482 50.00 OP

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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.

Karen E. Kreider [Signature] 8-19-99
Name of Person Signing Signature Date

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

TRADEMARK/SERVICE MARK ASSIGNMENT

WHEREAS, InsuranceWeek, Inc. (Assignor), a Washington corporation having a business address at Suite 3029, 1001 Fourth Avenue Plaza, Seattle, Washington 98154, is the sole owner of the entire right, title and interest in and to the trademark/service marks listed in the Schedule herein, and is the owner of the U. S. Trademark/Service Mark Registrations; and

WHEREAS, The National Underwriter Company (Assignee), an Ohio corporation having a business address at 505 Gest Street, Cincinnati, Ohio 45203, is desirous of acquiring the entire right, title and interest in and to said trademark/service marks, together with the goodwill of the goods, services and businesses in connection with which said trademark/service marks are used;

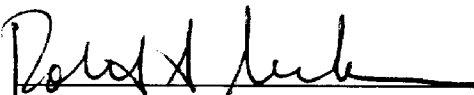
NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby confirms that, on the 30th day of June, 1999, said Assignor assigns unto said Assignee the trademark/service marks identified in the Schedule herein, along with the entire right, title and interest in and to said trademark/service marks, and in and to all of the goodwill in connection with said trademark/service marks, the same is held and enjoyed by said Assignee, for its own use and benefit, and for the use and benefit of its successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by said Assignor, if no assignment had been made; together with all claims for damages by reasons of past infringement of said trademark/service marks, with the right to sue for, and collect the same for its own use and benefit, and for the use and benefit of its successors, assigns and other legal representatives.

IN WITNESS WHEREOF, said Assignor has caused this Trademark/Service Mark Assignment to be executed as of June 30, 1999.

THE SCHEDULE

<u>Registration Number</u>	<u>Mark</u>	<u>Registration Date</u>
#1,845,570	CLAIMS	July 19, 1994
#857,524	INSURANCEWEEK	September 24, 1968

<u>Application Number</u>	<u>Mark</u>	<u>Application Date</u>
#75/537884	INSURANCE WEST	August 10, 1998

By: 
Robert A. Mesher, President
InsuranceWeek, Inc.

STATE OF WASHINGTON)
) ss:
COUNTY OF KING)

On the 30th day of June, 1999, before me, a Notary Public, for the above county and state personally appeared Robert A. Mesher, President of InsuranceWeek, Inc. and acknowledged that he signed this document as a free act.



Notary Public

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