

11-03-2000



101504145

### RECORDATION FORM COVER SHEET TRADEMARKS ONLY

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

#### Submission Type

- New 10-24-00
- Resubmission (Non-Recordation)  
Document ID #
- Correction of PTO Error  
Reel #  Frame #
- Corrective Document  
Reel #  Frame #

#### Conveyance Type

- Assignment  License
- Security Agreement  Nunc Pro Tunc Assignment
- Merger Effective Date  
Month Day Year
- Change of Name
- Other

#### Conveying Party

Mark if additional names of conveying parties attached

Name

Execution Date  
Month Day Year  
10 18 00

Formerly

- Individual  General Partnership  Limited Partnership  Corporation  Association
- Other

Citizenship/State of Incorporation/Organization

#### Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AK/A/T/A

Composed of

Address (line 1)

Address (line 2)

Address (line 3)

- Individual  General Partnership  Limited Partnership
- Corporation  Association
- Other

If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment)

Citizenship/State of Incorporation/Organization

#### FOR OFFICE USE ONLY

11/02/2000 RANMED1 00000064 816131

01 FC:581

40.00 DP

Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

Mail documents to be recorded with required cover sheet(s) information to:  
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

**Domestic Representative Name and Address**

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

**Correspondent Name and Address**

Area Code and Telephone Number

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

**Pages**

Enter the total number of pages of the attached conveyance document including any attachments.

#

**Trademark Application Number(s) or Registration Number(s)**

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

Registration Number(s)

<input type="text" value="816131"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

**Number of Properties**

Enter the total number of properties involved.

#

**Fee Amount**

Fee Amount for Properties Listed (37 CFR 3.41):

\$

Method of Payment:

Enclosed

Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

#

Authorization to charge additional fees:

Yes

No

**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. Charges to deposit account are authorized, as indicated herein.

Heidi A. Schiller

Name of Person Signing

*Heidi A. Schiller*

Signature

10/29/00

Date Signed

## TRADEMARK ASSIGNMENT

**TRADEMARK ASSIGNMENT**, made as of October 18, 2000, between PRIMEDIA Information Inc., a Delaware corporation ("Assignor"), and Commonwealth Business Media, Inc., a Delaware corporation ("Assignee").

**WHEREAS**, Assignor, with offices at 10 Lake Drive, Hightstown, NJ 08520, 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;

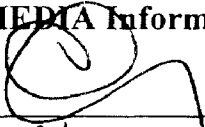
**WHEREAS**, Assignee, with offices at One International Place, Boston, MA, 02110, desires to acquire any and all rights that Assignor may have in and to the Marks and the registrations and applications thereof together with the goodwill of the business in connection with which Marks are used; and

**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 therefore in the United States, 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 rights, title and interest 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.

**PRIMEDIA Information Inc.**

By:   
Name: Charles McGurdy  
Title: President

**Commonwealth Business Media, Inc.**

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

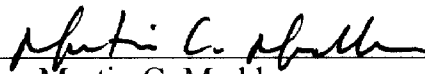


IN WITNESS WHEREOF, the Assignor has executed this Trademark Assignment as of the date first written above.

**PRIMEDIA Information Inc.**

By: \_\_\_\_\_  
Name:  
Title:

**Commonwealth Business Media, Inc.**

By:   
Name: Martin C. Madden  
Title: President

**TRADEMARKS AND REGISTRATIONS**

Musical America      Registration # 816131      Registration Date: 10/4/66

TRADEMARK

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Registrant: PRIMEDIA Information Inc.  
Assignee: Commonwealth Business Media, Inc,  
Mailing Date: October 20, 2000

Commissioner of Patents and Trademarks  
Box Assignment  
Washington, DC 20231

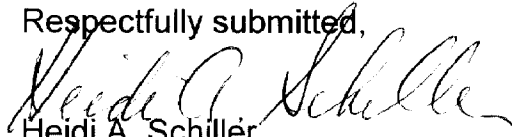
TRANSMITTAL LETTER

In connection with the registrations listed in the attached schedule and recordation form cover sheets, please record the following documents evidencing the assignment of these registrations from the registrant of record, PRIMEDIA Information Inc. to the assignee Commonwealth Business Media, Inc.

1. Original Trademark Assignment;
2. A check for \$40.00;
3. Recordation form cover sheets; and
4. A return postcard.

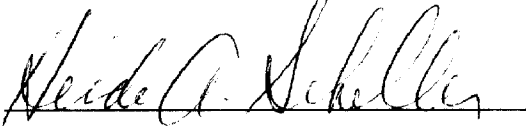
If any additional fees are required to be paid or if any overpayment has been made, please charge same to Deposit Account No.03-1721. A duplicate copy of this sheet is enclosed.

Respectfully submitted,



Heidi A. Schiller  
Choate Hall & Stewart  
Exchange Place  
53 State Street  
Boston, MA 02109  
Tel: 617-248-2127  
Fax: 617-248-4000

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Commissioner of Patent and Trademarks, Box Assignments, Washington, D.C. 20231 on October 20, 2000





TRADEMARK

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Registrant: PRIMEDIA Information Inc.  
Assignee: Commonwealth Business Media, Inc.  
Mailing Date: October 20, 2000

Commissioner of Patents and Trademarks  
Box Assignment  
Washington, DC 20231

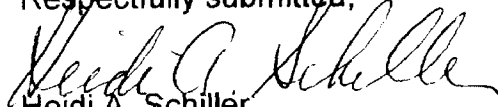
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