

03-16-2001

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PTO-1594 (Modified) (Rev. 6-93) OMB No. 0651-0011 (exp. 4/94) Copyright 1994-97 LegalStar TM05/REV03



HEET

Docket No.:

JLY

65,043-038

101636040

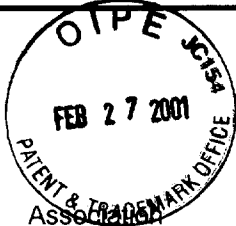
Tab settings

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

1. Name of conveying party(ies):

ELSEVIER PROPERTIES, S.A.

2-27-01



- Individual(s)
General Partnership
Corporation-State
Other SWITZERLAND, CORPORATION

Additional names(s) of conveying party(ies) Yes No

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

Name: BUSINESS NEWS PUBLISHING COMPANY II

Internal Address:

Street Address: 755 WEST BIG BEAVER ROAD

City: TROY State: MI ZIP: 48084

- Individual(s) citizenship
Association
General Partnership
Limited Partnership
Corporation-State
Other MICHIGAN LIMITED LIABILITY COMPANY

If assignee is not domiciled in the United States, a domestic designation is
Additional name(s) & address(es)

3. Nature of conveyance:

- Assignment
Security Agreement
Other
Merger
Change of Name

Execution Date: JANUARY 23, 2001

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1,427,995 1,278,914
1,229,027 2,262,201
1,474,944 1,289,551

Additional numbers Yes No

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

Name: CHARLES R. RUTHERFORD

Internal Address: DYKEMA GOSSETT PLLC

Street Address: 39577 WOODWARD, SUITE 300

City: BLOOMFIELD HILLS State: MI ZIP: 48304

6. Total number of applications and registrations involved: 6

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

- Enclosed
Authorized to be charged to deposit account

8. Deposit account number:

04-2223

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.

CHARLES R. RUTHERFORD

Name of Person Signing

Charles R. Rutherford Feb 23, 2001

Signature

Date

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

REEL: 002252 FRAME: 0280

TRADEMARK ASSIGNMENT

WHEREAS, ELSEVIER PROPERTIES, S.A. (formerly known as Elsevier S.A.), a corporation formed under the laws of Switzerland, (hereinafter, "Assignor"), is or may be the owner of trademarks, and the applications and registrations therefor, (if any) specifically set forth on the attached Schedule A (collectively the "Trademarks"); and

WHEREAS, BUSINESS NEWS PUBLISHING COMPANY II, L.L.C. (hereinafter, "Assignee"), a Michigan limited liability company, having a principal business address at P.O. Box 2600, Troy, Michigan 48007, desires to acquire the entire right, title and interest, in and to said Trademarks.

NOW, THEREFORE, effective immediately by this document (the "Assignment"), and for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, and pursuant to the Asset Purchase Agreement, dated as of December 27, 2000, by and between Reed Elsevier Inc. ("REI"), a Massachusetts corporation, Cahners Business Information, a division of REI ("Cahners" and together with REI, the "Sellers") and the Assignee, Assignor does hereby sell, assign transfer, and set over to Assignee, for its own use and enjoyment and for the use and enjoyment of its successors, assigns, and other legal representatives as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment had not been made, Assignor's entire right, title and interest in the United States, all foreign countries and jurisdictions, and throughout the universe, in the Trademarks and any renewals thereof, together with the good will symbolized by and associated with the business conducted under said Trademarks, and all income, royalties, damages, and payments now or hereafter due or payable in respect thereto, and in and to all causes of action (either in law or in

equity) and the right to sue, counterclaim and recover for past, present, and/or future infringement, damages, or other unauthorized use of the rights assigned to Assignee under this Assignment.

Assignor authorizes and requests the U.S. Patent and Trademark Office, or any foreign equivalent thereto, to record Assignee as owner of the Trademarks as assignee of the entire title and interest in, to and under the same, for the sole use and enjoyment of Assignee, its successors, assigns or other legal representatives.

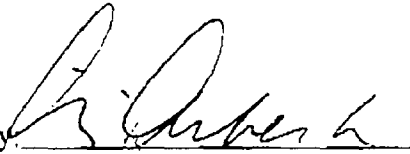
Assignor hereby agrees to execute (and/or to have promptly executed by its predecessors, if any) any and all papers, and to perform such other proper acts, as may be reasonably necessary to secure to Assignee, or to its successors or assigns, the rights hereby transferred; provided, however, that the provision of the foregoing cooperation and assistance by Assignor shall be at the sole expense of Assignee.

This Assignment may be executed in counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument.

WHEREFORE, Assignor and Assignee have caused this Assignment to be duly executed below, on the dates indicated by their duly authorized officers.

ELSEVIER PROPERTIES, S.A.
("Assignor")

BUSINESS NEWS PUBLISHING
COMPANY II, L.L.C.
("Assignee")

By: 

By: _____

Print Name: *C.B. ALBERTI*

Print Name:

Title: *CHAIRMAN BOARD*

Title:

Date: _____

Date: _____

WHEREFORE, Assignor and Assignee have caused this Assignment to be duly

executed below, on the dates indicated by their duly authorized officers.

ELSEVIER PROPERTIES, S.A.
("Assignor")


BUSINESS NEWS PUBLISHING
COMPANY II, L.L.C.
("Assignee")

By: _____

Print Name:

Title:

Date: _____

By: 

Print Name: J. F. Henderson

Title: Pres./manager

Date: 1/23/01



SCHEDULE A

Trademark Schedule

Elsevier Properties S.A.

DAIRY FOODS	USA	73/572843 (12/11/85)	1427995 (2/3/87)	Elsevier Properties S.A.	Registered
FOOD DEVELOPMENT	USA	73/369441 (6/14/82)	1229027 (3/1/83)	Elsevier Properties S.A.	Registered
FOOD PLANT IDEAS	USA	73/654120 (4/9/87)	1474944 (2/2/88)	Elsevier Properties S.A.	Registered
PREPARED FOODS	USA	73/410764 (1/24/83)	1278914 (5/22/84)	Elsevier Properties S.A.	Registered
ALIMENTOS PROCESADOS	USA	75/369685 (10/7/97)	2262201 (7/20/99)	Elsevier Properties S.A.	Registered
ALIMENTOS PROCESADOS	USA	73/438620 (8/10/83)	1289551 (8/7/84)	Elsevier Properties S.A.	Registered
ALIMENTOS PROCESADOS	Brazil	820286818 (2/17/98)	N/A	Elsevier Properties S.A.	Pending application
ALIMENTOS PROCESADOS	Venezuela	13005-99	N/A	Elsevier Properties S.A.	Pending application