

04-11-2001



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TRADEMARK  
03450-G0000 GSW/KGB

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Assignor	Walter Fletcher, Inc.
Assignee	VNU Business Media, Inc.
Registration Nos.	1,950,908    1,941,082    1,939,941 1,934,511    1,980,655

3-26-01

Box Assignment  
Assistant Commissioner for Trademarks  
Washington, DC 20231

**Trademark Assignment Recordation Form Cover Sheet**

Dear Sir:

Please record the attached original document.

1. Name of conveying party. Walter Fletcher, Inc.
2. Name and Address of Receiving Party. VNU Business Media, Inc., a Delaware Corporation located at 770 Broadway, 8<sup>th</sup> Floor, New York, NY 10003-9595
3. Nature of Conveyance: Assignment. Execution Date: March 22, 2001
4. Name and Address of Party to Whom Correspondence Concerning Document should be mailed.

Gene S. Winter, Registration No. 28,352  
 Attorney for Applicant  
 ST.ONGE STEWARD JOHNSTON & REENS LLC  
 986 Bedford Street  
 Stamford, CT 06905-5619  
 203 324-6155

140E

Mailing Certificate: I hereby certify that this correspondence is today being deposited with the U.S. Postal Service as *First Class Mail* in an envelope addressed to: Box Assignment; Commissioner for Patents and Trademarks; Washington, DC 20231.

Mar. 23, 2001

Danielle Dominici

04/10/2001 LMUELLER 00000215 1950908

01 FC:481 40.00 OP

02 FC:482 100.00 OP

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REEL: 002268 FRAME: 0458

Assignment recordal

5. Registration Numbers: 1,950,908; 1,941,082; 1,939,941; 1,934,511; 1,980,655
6. Total Number of Registrations Involved: 5.
7. Total Fee (37 CFR 3.41). \$140.00 due.
8. Authorization to Charge Deposit Account. The Commissioner is hereby authorized to charge any additional fees due by this paper and during the entire pendency of this Application to Account No. 19-4516.
9. Statement and Signature. Total number of pages including cover sheet, attachments and document are 3. To the best of my knowledge and belief, the foregoing information is true and correct and any copy submitted herewith is a true copy of the original document.

Respectfully submitted,



Gene S. Winter, Registration No. 28,352

Kathryn Grant Belleau, Esq.

Attorneys for Applicant

ST. ONGE STEWARD JOHNSTON & REENS LLC

986 Bedford Street

Stamford, CT 06905-5619

203 324-6155

**Assignment**

**WHEREAS**, Walter Fletcher, Inc., a California Corporation, having offices located at 2525 Ocean Park Boulevard, Santa Monica CA 90405; (hereinafter referred to as ASSIGNOR) had adopted and owns the trademarks ASSOCIATED MERCHANDISE DEALERS Registration No. 1,950,908; ASD/AMD NATIONAL TRADE SHOWS, Registration No. 1,941,082; ASD/AMD NATIONAL TRADE NEWS Registration No. 1,939,941; LAS VEGAS MERCHANDISE EXPO Registration No. 1,934,511 and ASSOCIATED SURPLUS DEALERS Registration No. 1,980,655.

**WHEREAS**, VNU Business Media, Inc., a Delaware Corporation having offices located at 770 Broadway, 8th Floor, New York, NY 10003-9595; (hereinafter ASSIGNEE) is desirous of acquiring all rights, title and interest in and to said trademarks as set forth hereinabove:

**NOW, THEREFORE**, for good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR does hereby assign, grant, transfer and otherwise convey to ASSIGNEE, its successors and assigns, its entire right, title and interest in and to the said trademarks, ASSOCIATED MERCHANDISE DEALERS; ASD/AMD NATIONAL TRADE SHOWS; ASD/AMD NATIONAL TRADE NEWS; LAS VEGAS MERCHANDISE EXPO; and ASSOCIATED SURPLUS DEALERS, including but not limited to all of ASSIGNOR's common law rights and registrations pertaining thereto, as well as all of the good will of the business symbolized by said trademarks, and the right to sue for past infringements thereof.

Walter Fletcher, Inc.

dated March 22, 2001

By Mark S. Miller  
Mark Miller  
Its Assistant Secretary