

04-18-2001



101678190

4-5-01

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
- 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  Change of Name
  - Other \_\_\_\_\_
- Effective Date  
Month Day Year  
\_\_\_\_\_

Conveying Party

Mark if additional names of conveying parties attached

Name Miller Freeman, Inc. Execution Date  
Month Day Year  
10132000

Formerly \_\_\_\_\_

1348190

- Individual  General Partnership  Limited Partnership  Corporation  Association
- Other \_\_\_\_\_
- Citizenship/State of Incorporation/Organization Delaware

Receiving Party

Mark if additional names of receiving parties attached

Name PL Holdings LLC

DBA/AKA/TA \_\_\_\_\_

Composed of \_\_\_\_\_

Address (line 1) 525 Market Street

Address (line 2) 14th Floor

Address (line 3) San Francisco

California

94105

- Individual  General Partnership  Limited Partnership
- Corporation  Association
- Other Limited Liability Company

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 Delaware

FOR OFFICE USE ONLY

04/18/2001 TDIAZI 00000025 1343190

01 FC:481  
02 FC:482

40.00 DP  
100.00 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)**

**Registration Number(s)**

**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.

Anna Maria Vistica

Name of Person Signing

Signature

Date Signed

TRADEMARK ASSIGNMENT

WHEREAS, Miller Freeman, Inc., a Delaware corporation, located at 600 Harrison Street, San Francisco, CA 94107 (the "Assignor"), is the owner of the trademarks listed in the attached Exhibit A (the "Trademarks");

WHEREAS, PL Holdings LLC, a Delaware limited liability company, located at 525 Market Street, 14th Floor, San Francisco, CA 94105 (the "Assignee"), desires to acquire the Trademarks;

WHEREAS, in connection with a transaction to which the Assignor and the Assignee were parties, certain assets, including the Trademarks, were transferred through a series of conveyances to Paperloop.com, Inc., a Delaware corporation, on October 13, 2000 (the "Transaction"), and, as part of the Transaction, the Assignor transferred the Trademarks, and all goodwill symbolized thereby and all registrations thereof, to the Assignee as set forth in an agreement executed on such date (the "Assignment"); and

WHEREAS, for the purpose of recording the Assignment with the United States Patent and Trademark Office, the Assignor has executed this Trademark Assignment.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor hereby assigns to the Assignee, effective as of October 13, 2000 and as contemplated by the Assignment, all of its right, title and interest in and to the Trademarks, including, without limitation, all of the goodwill symbolized thereby, all registrations, applications, extensions and renewals thereof, the right to sue for past, present and future infringement thereof and the right to any other claim arising out of or relating to the use and ownership of the Trademarks, and all rights corresponding thereto throughout the world.

ASSIGNOR:

MILLER FREEMAN, INC.

By: *aw Gurnsey*  
Name: *ANNE W. GURNSEY*  
Title: *SR. VICE PRESIDENT & SECY.*

EXHIBIT A

<u>Trademark</u>	<u>Registration No:</u>
CMM	1343190
CMM OF THE AMERICAS	2006082
CMM THE CONVERTING MACHINERY MATERIALS CONFERENCE & EXPOSITION	1338305
FLEX EXPO	1906748
PAPERBOX WORLD	1861446

RECORDED: 04/05/2001

TRADEMARK  
REEL: 002273 FRAME: 0554