



RECORDATION FORM COVER SHEET  
**TRADEMARKS ONLY**

101679290

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

1. Name of conveying party(ies):  
 Cowles Business Media, Inc.  
 P.O. Box 4949  
 911 Hope Street  
 Stamford, CT 06907-0949

4-5-01

Individual(s)                                 Association  
 General Partnership                         Limited Partnership  
 Corporation-State of Connecticut  
 Other \_\_\_\_\_  
 Additional name(s) of conveying party(ies) attached?  Yes  No

2. Name and Address of receiving party(ies)  
 Name: Media Central LLC  
 Address: 745 Fifth Avenue  
 22<sup>nd</sup> Floor  
 New York, New York 10151

Individual(s) citizenship \_\_\_\_\_  
 Association \_\_\_\_\_  
 General Partnership \_\_\_\_\_  
 Limited Partnership \_\_\_\_\_  
 Corporation-State \_\_\_\_\_  
 Other A Delaware Limited Liability Company

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
 (Designations must be a separate document from assignment)  
 Additional name(s) & address(es) attached?  Yes  No

3. Nature of conveyance:  
 Assignment                                 Merger  
 Security Agreement                         Change of Name  
 Other \_\_\_\_\_

Execution Date: January 5, 2001

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

A. Trademark Application No.(s) \_\_\_\_\_

B. Trademark Registration No.(s)  
2,135,121

Additional numbers attached?  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:  
 Cowan, Liebowitz & Latman, P.C.  
 1133 Avenue of the Americas  
 New York, NY 10036-6799

6. Total number of applications and registrations involved:  
1

7. Total fee (37 CFR 3.41)..... \$ 40.00  
 Enclosed  
 Any deficiency is authorized to be charged to  
 Deposit Account No. 03-3415.

8. Deposit Account No. 03-3415  
 (Attach duplicate copy of this page if paying by deposit account)

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.*

Kieran G. Doyle                                                                4/4/01  
 Name of Person Signing                                Signature                                Date

Total number of pages including cover sheet, attachments, and document: 3

Mail to: U.S. Patent and Trademark Office, Office of Public Records, Crystal Gateway 4, Room 335, Washington, DC 20231

TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is made the 5th day of January, 2001 between COWLES BUSINESS MEDIA, INC. a corporation organized and existing under the laws of Connecticut with its principal place of business at P.O. Box 4949, 911 Hope Street, Stamford, Connecticut, 06907-0949 ("Assignor") and MEDIA CENTRAL LLC, a limited liability company organized and existing under the laws of Delaware with its principal place of business at 745 Fifth Avenue, 22<sup>nd</sup> Floor, New York, New York 10151 ("Assignee").

WHEREAS, Assignor has adopted and used in the United States the trademarks listed in the Schedule hereto and is the owner of the registration thereof shown in the Schedule (the "Trademarks"); and

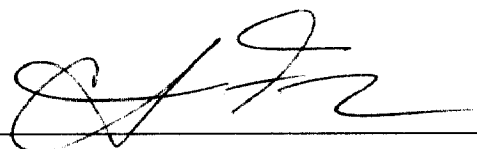
WHEREAS, Assignee wishes to acquire all of Assignor's right, title and interest in and to the Trademarks and the goodwill associated therewith;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns, transfers, and conveys unto Assignee all of its rights, title and interest in and to the Trademarks, whether statutory or at common law, including all applications and registrations thereof, together with the goodwill of the business symbolized by the Trademarks, and the right to sue for, collect and retain all damages and profits and all other remedies for past infringements thereof.

THE SCHEDULE

<u>Trademark</u>	<u>Registration Serial No.</u>	<u>Date</u>
MEDIA CENTRAL	2,135,121	February 3, 1998

COWLES BUSINESS MEDIA, INC.

By: 

Name: Christopher A. Fraser

Title: Vice President

NOTARIAL ACKNOWLEDGEMENT

STATE OF New York )  
 ) ss.:  
COUNTY OF New York )

On the 3<sup>rd</sup> day of April, 2001, before me personally came Christopher Fraser, to me known, who being by me duly sworn, did depose and say that he/she is Vice President of COWLES BUSINESS MEDIA, INC. the corporation described in and which executed the foregoing instrument; and that he/she signed his/her name thereto by order of the Board of Directors.

  
Notary Public

JASON OH  
NOTARY PUBLIC, State of **New York**  
No. 01015055430  
Qualified in New York County  
**Commission Expires September 22, 2001**