

05-11-2001



101714657

FORM PTO-1618A
Expires 06/30/99
OMB 0651-0027

U.S. Department of Commerce
Patent and Trademark Office
TRADEMARK

5-3-01

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

Execution Date
Month Day Year

Name NURSEWEEK PUBLISHING, INC.

03 05 01

Formerly _____

- Individual General Partnership Limited Partnership Corporation Association
- Other _____

Citizenship/State of Incorporation/Organization CALIFORNIA

Receiving Party

Mark if additional names of receiving parties attached

Name JOBSON PUBLISHING LLC

DBA/AK/A/T/A _____

Composed of _____

Address (line 1) 100 AVENUE OF THE AMERICAS

Address (line 2) _____

Address (line 3) NEW YORK

City

NEW YORK

State/Country

10013-1678

Zip Code

- Individual General Partnership Limited Partnership
- Corporation Association

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.)

Other LIMITED LIABILITY COMPANY

Citizenship/State of Incorporation/Organization DELAWARE

FOR OFFICE USE ONLY

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

TRADEMARK
REEL: 002293 FRAME: 0598

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)		
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1938802"/>	<input type="text" value="1964323"/>	<input type="text" value="2021041"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="2349205"/>	<input type="text" value="2391491"/>	<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.) #

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.

LORI POTTS

04/30/01

Name of Person Signing

Signature

Date Signed

RECORDATION FORM COVER SHEET
CONTINUATION
TRADEMARKS ONLY

Conveying Party

Enter Additional Conveying Party

Mark if additional names of conveying parties attached

Execution Date
Month Day Year

Name

Formerly

Individual General Partnership Limited Partnership Corporation Association

Other

Citizenship State of Incorporation/Organization

Receiving Party

Enter Additional Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKATA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)

City

State/Country

Zip Code

Individual General Partnership Limited Partnership

Corporation Association

Other

Citizenship/State of Incorporation/Organization

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 the Assignment.)

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)

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

ASSIGNMENT OF NAMES AND TRADEMARKS

This is an assignment of names and trademarks from NurseWeek Publishing, Inc., a California corporation having an address of 1156-C Aster Avenue, Sunnyvale, CA 94086 and Concept Media Incorporated, a California corporation having an address of 2493 Du Bridge Avenue, Irvine, CA 92714 (hereinafter "ASSIGNORS") to Jobson Publishing LLC, a Delaware limited liability company having an address of 100 Avenue of the Americas, New York, NY 10013-1678 (hereinafter "ASSIGNEE").

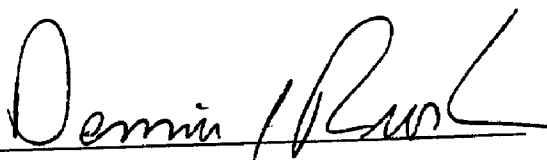
WHEREAS, ASSIGNORS and ASSIGNEE, pursuant to an Acquisition Agreement by and between them dated February 5, 2001, individually and collectively, desire to transfer unto ASSIGNEE all rights, title and interest to the names and trademarks listed on **Exhibit A**, (hereinafter the "Marks"), including any and all goodwill associated with the use of the Marks and including any and all registrations and applications for registration of the Marks.

NOW THEREFORE, for the consideration recited in the Acquisition Agreement and other good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNORS do hereby assign effective as of the effective date of the Acquisition Agreement, unto ASSIGNEE and its successors and assigns, all rights, title and interest in and to the Marks throughout the world, whether common law, statutory or otherwise, together with the goodwill connected with the use of and symbolized by the Marks, including the right to sue thereunder, to collect damages, to have the benefit of any and all usage of the Marks in all combinations with other words or designs and in all forms, styles, colors, and representations whatsoever, from the dates of first use ever, and any and all registrations of the Marks and applications therefor.

IN WITNESS WHEREOF, ASSIGNORS have caused this Assignment to be executed by its officers thereunto duly authorized on the date below written.

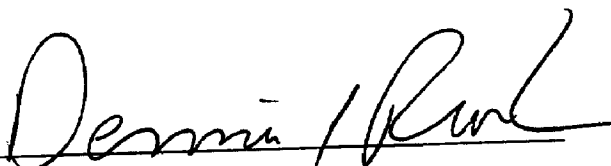
NURSEWEEK PUBLISHING, INC.

Dated: March 5, 2001


Dennis J. Riordan
Chief Executive Officer

CONCEPT MEDIA INCORPORATED

Dated: March 5, 2001


Dennis J. Riordan
Chief Executive Officer

(Attach Notary Acknowledgment)

EXHIBIT A

(Page 1 of 1)

to

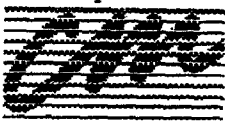
Assignment of Names and Trademarks

by and between

NurseWeek Publishing, Inc. and Concept Media Incorporated

and

Jobson Publishing, LLC

<u>Name/Trademark</u>	<u>Registration Number</u>	<u>Reg. Date</u>
NurseWeek Publishing	--none--	
Healthweek	US 2,349,205	05/16/2000
Nursing and Allied Healthweek	US 2,021,041	12/03/1996
Allied Healthweek	US 1,964,323	03/26/1996
Nurseweek	US 1,938,802	11/28/1995
Nursing Excellence	US 2,391,491	10/03/2000
Nursing Excellence	MI MO3-258	03/24/1999
RN Excellence	MI MO3-257	03/24/1999
Excellence (common law)	--none--	
Concept Media	--none--	
	--none--	

<u>Domain Names</u>	<u>Registration Date</u>	<u>Expires</u>
nurseweek.com	07/30/1995	07/31/2010
nurseweek.net	08/04/2000	08/04/2010
nurseweek.org	08/04/2000	08/04/2010
healthweek.com	02/02/1996	02/04/2001
nursingexcellence.com	05/22/1998	05/22/2000
nursingexcellence.net	06/14/1999	06/14/2003
nursingexcellence.org	09/27/1998	09/27/2001
nursingexcellence.tv	10/18/2000	10/18/2001
nursingexcellence.ws	10/18/2000	10/18/2002
mexcellence.com	03/12/1996	03/13/2001
mexcellence.net	06/14/1999	06/14/2003
mexcellence.org	09/27/1998	09/27/2001
conceptmedia.com	02/09/1999	02/09/2003
conceptmedia.net	10/27/2000	10/27/2001
conceptmedia.org	10/27/2000	10/27/2001

[End of Exhibit A]

20688.00008\BGLIB\1096824.1

RECORDED: 05/03/2001

TRADEMARK
REEL: 002293 FRAME: 0602