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06-07-2001

U.S. Department of Commerce
Patent and Trademark Office

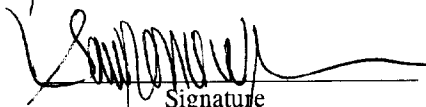
05-30-2001



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U.S. Patent & TMO/TM Mail Rpt Dt. #11

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

<p>1. Name of conveying party(ies):</p> <p style="text-align: right; font-size: 2em;">5-30-01</p> <p>Name: Cowles Business Media, Inc.</p> <p>Individual(s) <input type="checkbox"/> Association</p> <p><input type="checkbox"/> General Partnership <input type="checkbox"/> Limited Partnership</p> <p><input checked="" type="checkbox"/> Corporation-State (Connecticut)</p> <p><input type="checkbox"/> Other</p> <p>Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>	<p>2. Name and Address of receiving party(ies)</p> <p>Name: IndustryClick Corporation</p> <p>Address: 745 Fifth Avenue New York, New York 10151</p> <p><input type="checkbox"/> Individual(s) citizenship _____</p> <p><input type="checkbox"/> Association _____</p> <p><input type="checkbox"/> General Partnership _____</p> <p><input type="checkbox"/> Limited Partnership _____</p> <p><input checked="" type="checkbox"/> Corporation-State <u>Delaware</u></p> <p><input type="checkbox"/> Other: _____</p> <p>If assignee is not domiciled in the United States, a domestic representative designation is attached: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No (Designations must be a separate document from assignment)</p> <p>Additional name(s) & address(es) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>		
<p>3. Nature of conveyance:</p> <p><input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger</p> <p><input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name</p> <p><input type="checkbox"/> Other _____</p> <p>Execution Date: <u>January 1, 2000</u></p>			
<p>4. Application number(s) or registration number(s):</p> <table border="0" style="width: 100%;"> <tr> <td style="width: 50%;"> <p>A. Trademark Application No.(s)</p> <p style="text-align: center;">75/443,505</p> </td> <td style="width: 50%;"> <p>B. Trademark Registration No.(s)</p> </td> </tr> </table> <p style="text-align: center;">Additional numbers attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>		<p>A. Trademark Application No.(s)</p> <p style="text-align: center;">75/443,505</p>	<p>B. Trademark Registration No.(s)</p>
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<p>Name and address of party to whom correspondence concerning document should be mailed:</p> <p>Lawrence W. Greene, Esq. Cowan, Liebowitz & Latman, P.C. 1133 Avenue of the Americas New York, NY 10036-6799</p>	<p>6. Total number of applications and registrations involved: 2</p> <p>7. Total fee (37 CFR 3.41)..... \$ <u>40.00</u></p> <p><input checked="" type="checkbox"/> Enclosed</p> <p><input checked="" type="checkbox"/> Any deficiency is authorized to be charged to Deposit Account No. 03-3415.</p> <p>8. Deposit Account No. <u>03-3415</u></p> <p>(Attach duplicate copy of this page if paying by deposit account)</p>		
DO NOT USE THIS SPACE			
<p>9. Statement and signature.</p> <p><i>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.</i></p> <p style="text-align: center;">  Lawrence W. Greene, Esq. Signature <u>5 30 01</u> Date </p> <p style="text-align: right;">Total number of pages including cover sheet, attachments, and document: <u>6</u></p>			

Mail to: Commissioner of Patents & Trademarks, Box Assignments, Washington, D.C. 20231

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TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is made 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, 11 River Bend Drive South, Stamford, Connecticut, 06907-0949 ("Assignor") and IndustryClick Corporation, a corporation organized and existing under the laws of Delaware with its principal place of business at 745 Fifth Avenue, 22nd 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.

IN WITNESS WHEREOF, Cowles Business Media has caused this Trademark Assignment to be executed and delivered effective as of **January 1**, 2000.

COWLES BUSINESS MEDIA, INC.

By: 

Name: Christopher Fraser

Title: Vice President

THE SCHEDULE

Trademark

Serial No.

Filing Date

PROMOXCHANGE

75/443,505

March 3, 1998

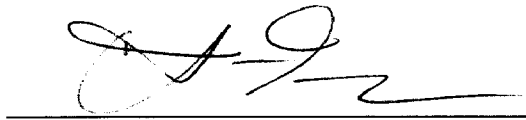
NOTARIAL ACKNOWLEDGEMENT

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

I, Christopher Fraser, first being duly sworn under oath, states as follows:

1. The attached copy of the assignment from Cowles Business Media, Inc. to IndustryClick Corporation dated as of January 1, 2000, together with The Schedule attached thereto, is a true and correct copy of the Assignment of Marks I executed on behalf of Cowles Business Media, Inc.

2. I executed such the Assignment of Marks by the authority of the Board of Directors of Cowles Business Media, Inc.



On the 18th day of May, 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 as of the effective date of such Assignment; and that he/she signed his name thereto by order of the Board of Directors.

[Notarial Seal]

JASON OH
NOTARY PUBLIC - State of **New York**
No. 01CH5085430
Qualified in New York County
Commission Expires September 22, 2001


Notary Public