

06-14-2001

Form PTO-1594  
(Rev. 03/01)  
OMB No. 0651-0027 (exp. 5/31/2002)  
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101749303

U.S. DEPARTMENT OF COMMERCE  
U.S. Patent and Trademark Office

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

1. Name of conveying party(ies):

Standard Media International

6-11-01

- Individual(s)
- Association
- General Partnership
- Limited Partnership
- Corporation-State Massachusetts
- Other \_\_\_\_\_

Additional name(s) of conveying party(ies) attached?  Yes  No

3. Nature of conveyance:

- Assignment
- Merger
- Security Agreement
- Change of Name
- Other \_\_\_\_\_

Execution Date: June 6, 2001

2. Name and address of receiving party(ies)

Name: ~~International Data Group, Inc.~~

Internal

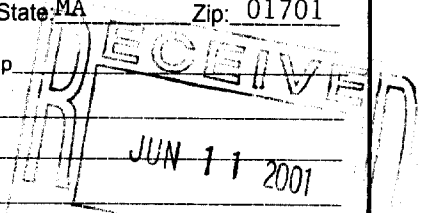
Address: \_\_\_\_\_

Street Address: 5 Speen Street

City: Framingham State: MA Zip: 01701

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State Massachusetts
- Other \_\_\_\_\_

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



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

A. Trademark Application No.(s)

75/755466

B. Trademark Registration No.(s)

Additional number(s) attached  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Miriam R. Karlin

Internal Address: \_\_\_\_\_

Street Address: 5 Speen Street

City: Framingham State: MA Zip: 01701

6. Total number of applications and registrations involved: \_\_\_\_\_

1

7. Total fee (37 CFR 3.41).....\$ \_\_\_\_\_

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number: 500739

(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.

Miriam R. Karlin

Name of Person Signing

Signature

6/8/01

Date

Total number of pages including cover sheet, attachments, and document: 2

Mail documents to be recorded with required cover sheet information to:  
Commissioner of Patent & Trademarks, Box Assignments  
Washington, D.C. 20231

06/13/2001 LMUELLER 00000120 500739 75755466

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TRADEMARK  
REEL: 002313 FRAME: 0452

**ASSIGNMENT OF TRADEMARKS**

WHEREAS, Standard Media International a Delaware corporation with a principal office at 5 Speen Street, Framingham, Massachusetts ("Assignor"), is the owner of the trademarks, service marks, and any and all trade dress associated therewith described and set below (the "Mark"); and

WHEREAS, International Data Group, Inc. a Massachusetts corporation ("Assignee") is desirous of acquiring said Mark; and

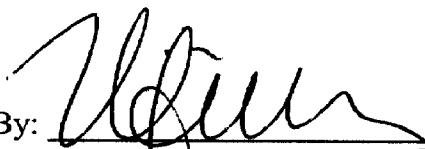
NOW, THEREFORE, for good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, Assignor does hereby convey, transfer, assign and deliver to Assignee, its successors or assigns, the entire right, title and interest in and to the Mark set forth below and in and to any renewals and extensions that be granted thereon, thereof owned by Assignor, together with the good will of the business connected therewith and any right to recover for past infringement thereof.

<u>MARK</u>	<u>SERIAL NO.</u>	<u>REGISTRATION DATE</u>
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GOVERNMENT IT

MARKETING SUMIT	75/755466	August 16, 1999
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STANDARD MEDIA INTERNATIONAL

By:   
Miriam R. Karlin, Assistant Secretary

On this 6<sup>th</sup> day of June, 2001, before me personally appeared Miriam R. Karlin, to me personally known, who, being duly sworn, did say that she is the Assistant Secretary of Standard Media International and that she duly executed the foregoing instrument for and on behalf of Standard Media International, being duly authorized to do so and that said individual acknowledged said instrument to be the free act and deed of said corporation.

  
Faith Clunie, Notary Public  
My Commission Expires: 10/13/06