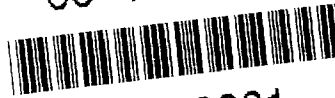


06-19-2001



101752931

TRADEMARK
03213-G0000 GSW

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Assignor	Bill Communications, Inc.
Assignee	VNU Business Media, Inc.
Application Nos.	See page 2 number 5 of this document
Registration Nos.	See page 2 number 6 of this document

b-13-01

Box Assignment
Assistant Commissioner for Trademark
Washington, DC 20231

JUN 13 2001

Trademark Assignment Recordation Form Cover Sheet

Dear Sir:

Please record the attached original document.

1. Name of conveying party. Bill Communications, Inc., a New York Corporation
2. Name and Address of Receiving Party. VNU Business Media, Inc., a Delaware Corporation, located at 770 Broadway, 8th Floor; New York, NY 10003-9595.
3. Nature of Conveyance: Confirmatory Assignment. Execution Date: May 31, 2001
4. Name and Address of Party to Whom Correspondence Concerning Document should be mailed.

06/18/2001 GT0N11

00000256 75146063

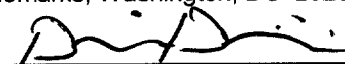
01 FC:481
02 FC:482

40.00 OP
600.00 OP

Gene S. Winter, Registration No. 28,352
Attorney for Applicant
ST. ONGE STEWARD JOHNSTON & REENS LLC
986 Bedford Street
Stamford, CT 06905-5619
203 324-6155

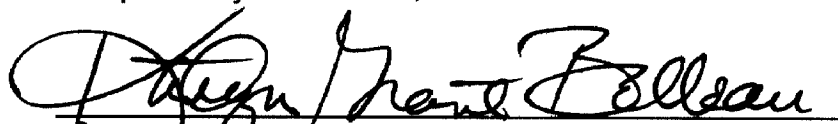
Mailing Certificate: I hereby certify that this correspondence is today being deposited with the U.S. Postal Service as *First Class Mail* in an envelope addressed to: Box Assignment; Commissioner for Patents and Trademarks; Washington, DC 20231.

June 11, 2001


Danielle Dominici

5. Application Nos.: 75/146,063 76/122,318 75/721,835 76/201,071
6. Registration Nos.: 1,835,642 2,183,575 2,241,780 2,027,883 1,573,781
2,240,760 2,017,541 1,616,985 1,722,375 1,722,374 1,515,707 2,153,337
2,093,837 2,203,112 2,132,208 2,132,203 2,226,889 2,086,651 2,323,381
1,828,532 1,617,848
7. Total Number of Applications/Registrations Involved: 25.
8. Total Fee (37 CFR 3.41). \$640.00 due. A check for this amount is enclosed.
9. Authorization to Charge Deposit Account. The Commissioner is hereby authorized to charge any additional fees due by this paper and during the entire pendency of this Application to Account No. 19-4516.
10. Statement and Signature. Total number of pages including cover sheet, attachments and document are 4. To the best of my knowledge and belief, the foregoing information is true and correct and any copy submitted herewith is a true copy of the original document.

Respectfully submitted,



Gene St. Winter/Registration No. 28,352
Kathryn Grant Belleau, Esq.
Attorney for Applicant
ST.ONGE STEWARD JOHNSTON & REENS LLC
986 Bedford Street
Stamford, CT 06905-5619
203 324-6155

Confirmatory Assignment

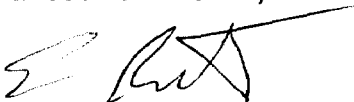
WHEREAS, Bill Communications, Inc., a New York Corporation, previously located at 355 Park Ave. So. New York, NY 10010-1789, now located at 770 Broadway, 8th Floor, New York, NY 10003-9595; (hereinafter referred to as ASSIGNOR) adopted and owns the trademarks listed on the attached schedule A;

WHEREAS, VNU Business Media, Inc., a Delaware Corporation, having offices at 770 Broadway, 8th Floor, New York, NY 10003-9595 (hereinafter ASSIGNEE) acquired all rights, title and interest in and to said trademarks listed on the attached schedule A as of December 30, 2000;

WHEREAS, the parties desire to confirm such acquisition by this confirmatory assignment;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, effective as of December 30, 2000, ASSIGNOR assigns, grants, transfers and otherwise conveys to ASSIGNEE, its successors and assigns, its entire right, title and interest in and to said trademarks listed on the attached Schedule A, including but not limited to all of ASSIGNOR's common-law rights and registrations pertaining thereto, as well as all of the good will of the business symbolized by said trademarks, and the right to sue for past infringements thereof.

BILL COMMUNICATIONS, INC.

By 
Eric Rubenstein
Its Assistant Secretary

VNU BUSINESS MEDIA, INC.

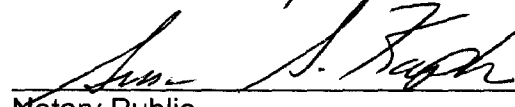
By 
Eric Rubenstein
Its Assistant Secretary

Subscribed and sworn before me
this 31 day of May, 2001.


Notary Public

SUSAN KAPLAN
Notary Public, State of New York
No. 01KA5008179
Qualified in Kings County
Commission Expires February 15, 2003

Subscribed and sworn before me
this 31 day of May, 2001.


Notary Public

SUSAN KAPLAN
Notary Public, State of New York
No. 01KA5008179
Qualified in Kings County
Commission Expires February 15, 2003

SCHEDULE A			
<u>Status</u>	<u>Name</u>	<u>Serial Number</u>	<u>Reg. Num.</u>
Registered	MEDTRADE	74/388,039	1,835,642
Registered	MEDTRADE	75/246,563	2,183,575
Registered	MEDTRADE	75/146,062	2,241,780
Registered	COMTRADE	74/686,343	2,027,883
Published	COMTRADE	75/146,063	
Registered	FUTURESHOW	73/801,838	1,573,781
Registered	MEDRESELL	75/462,770	2,240,760
Registered	NEW HORIZONS IN HEALTH CARE	75/023,041	2,017,541
Registered	NHHCE	73/801,799	1,616,985
Registered	NHHCE & Design	74/244,746	1,722,375
Registered	Design of Braided Pole	74/244,745	1,722,374
Registered	THE NATIONAL HOME HEALTH CARE EXPOSITION	73/673,286	1,515,707
Registered	THE VISUAL MERCHANDISING SHOW	75/095,505	2,153,337
Registered	RETAIL OPERATIONS AND CONSTRUCTION EXPO	75/096,114	2,093,837
Registered	GLOBALSHOP	75/066,296	2,203,112
Registered	SHOPEAST	75/202,565	2,132,208
Registered	SHOPWEST	75/201,589	2,132,203
Registered	KNOWLEDGE MANAGEMENT EXPO	75/352,558	2,226,889
Registered	THE STORE FIXTURING SHOW	75/096,228	2,086,651
Registered	KMEXPO	75/544,998	2,323,381
Registered	MODERN DAY MARINE MILITARY EXPOSITION	74/404,667	1,828,532
Pending	SEWN PRODUCTS EXPO	76122318	
Pending	AUTOMOTIVE & TRANSPORTATION INTERIORS EXPO	75/721,835	
Registered	MARKETPLACE	73/802,272	1,617,848
Pending	MARINE WEST	75/	
Pending	TRAINING	75/	
Pending	PRESENTATIONS	75/	
Pending	MARINE SOUTH	75/	
Pending	ERETAILING WEST	75/	
Pending	MEDTRADE WEST	75/	
Pending	NY PREMIUM INCENTIVE	75/	
	TRAINING DIRECTORY FORUM	75/	
Pending	SUBACUTE CARE	75/	
Pending	PHOTOWEST EXPO	75/	
Pending	ASSISTED LIVING	75/	
Pending	ERETAILING EAST	75/	
Pending	ON LINE LEARNING	75/	
Pending	PHOTOEAST EXPO	75/	
Pending	SHOPEAST	75/	
Pending	POP MARKETPLACE & Design	76/201,071	

St. Onge Steward Johnston Reens LLC

RECORDED: 06/13/2001

TRADEMARK
REEL: 002315 FRAME: 0715