

07-11-2001



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TRADEMARK  
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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

Box Assignment  
Assistant Commissioner for Trademark  
Washington, DC 20231

JUL - 5 2001

Trademark Assignment Recordation Form Cover Sheet

Dear Sir:

Handwritten: MRP 7/5/01

Please record the attached original document.

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

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

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02 FC:482

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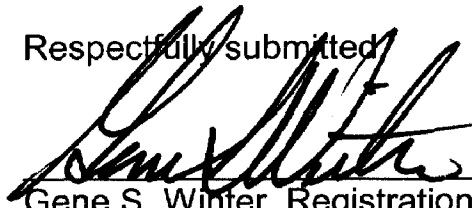
Mailing Certificate: I hereby certify that this correspondence is today being deposited with the U.S. Postal Service as *First Class Mail* in an envelope addressed to: Box Assignment; Commissioner for Patents and Trademarks; Washington, DC 20231.

July 2, 2001

Danielle Dominici

5. Application Nos.: 75/721,833 75/721,725 76/126,998 76/162,970
6. Registration Nos.: 1,472,195 1,960,489 1,906,894 2,164,848  
2,315,861 1,618,733 1,012,184 2,370,766 2,439,706
7. Total Number of Applications/Registrations Involved: 13.
8. Total Fee (37 CFR 3.41). \$340.00 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,



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Gene S. 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**

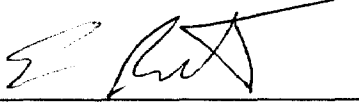
**WHEREAS**, Bill Communications, Inc., a New York Corporation, previously located at 355 Park Ave. So. New York, NY 10010-1789, now located at 770 Broadway, 8th Floor, New York, NY 10003-9595; (hereinafter referred to as ASSIGNOR) adopted and owns the trademarks listed on the attached schedule A;

**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.**

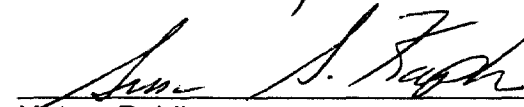
By   
Eric Rubenstein  
Its Assistant Secretary

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>Issue Date</u>	<u>Reg. Num.</u>
Registered	SPORTS TREND	73/619,632	01/12/88	1,472,195
Registered	DISPLAY & DESIGN IDEAS	74/675,973	03/05/96	1,960,489
Registered	TRANSPORTATION INTERIORS	74/491,751	07/18/95	1,906,894
Registered	SPORTSWOMAN	75/177,317	06/09/98	2,164,848
Registered	KMWORLD (Stylized)	75/543,233	02/08/00	2,315,861
Registered	THE SPORTING GOODS DEALER	73/834,504	10/23/90	1,618,733
Registered	THE SPORTING GOODS DEALER	73/013,916	06/03/75	1,012,184
Registered	APPAREL INDUSTRY INTERNACIONAL	75/721,834	07/25/00	2,370,766
Pending	APPAREL INDUSTRY MAGAZINE	75/721,833		
Published	POINT OF PURCHASE MAGAZINE	75/721,725		
Pending	RETAIL OPERATIONS & CONSTRUCTION	76/126,998		
Registered	AUTO INTERIORS	76/050,987	03/27/01	2,439,706
Pending	DIGITAL INTERIOR	76/162,970		

St. Onge Steward Johnston Reens LLC

RECORDED: 07/05/2001

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