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TRADEMARK  
03598-A0001A GSW/KGB

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Assignor	MFI Holdings, Inc.		
Assignee	VNU Business Media, Inc.		
Registration Nos.	1,994,171	1,897,708	1,961,692
	2,008,204	1,686,845	2,241,385
	2,280,855	2,015,182	2,233,112
	1,883,176		

Box Assignment  
Assistant Commissioner for Trademarks  
Washington, DC 20231

**Trademark Assignment Recordation Form Cover Sheet**

Dear Sir:

Please record the attached original document.

- Name of conveying party. MFI Holdings, Inc.
- Name and Address of Receiving Party. VNU Business Media, Inc., a Delaware Corporation, having its principal place of business at 770 Broadway, 8th Floor, New York, NY 10003-9595.
- Nature of Conveyance: Assignment. Execution Date: May 30, 2001
- Name and Address of Party to Whom Correspondence Concerning Document should be mailed.

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.

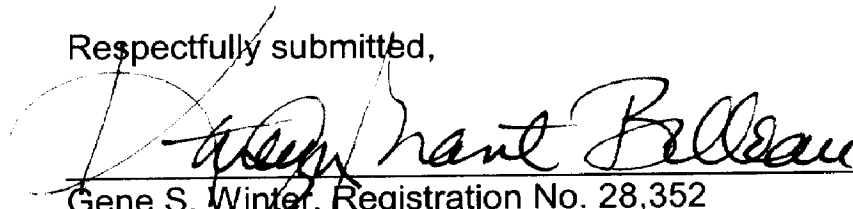
July 18, 2001

Danielle Dominici

07/26/2001 0000059 1996171  
01 FC:401  
02 FC:402  
40.00 DP  
225.00 DP

5. Registration Numbers: 1,994,171 1,897,708 1,961,692 2,008,204 1,686,845  
2,241,385 2,280,855 2,015,182 2,233,112 1,883,176
6. Total Number of Applications Involved: 10.
7. Total Fee (37 CFR 3.41). \$265.00 due.
8. 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.
9. Statement and Signature. Total number of pages including cover sheet, attachments and document are 8. 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 S. Winter, Registration No. 28,352  
Kathryn Grant Belleau, Esq.  
Attorneys for Applicant  
ST.ONGE STEWARD JOHNSTON & REENS LLC  
986 Bedford Street  
Stamford, CT 06905-5619  
203 324-6155

Assignment

**WHEREAS**, MFI Holdings, Inc., a Delaware Corporation, having its principal place of business at 600 Harrison Street; San Francisco; CA, 94107; (hereinafter referred to as ASSIGNOR) had adopted and owns the trademarks listed on the attached schedule.

**WHEREAS**, VNU Business Media, Inc., a Delaware Corporation, having its principal place of business at 770 Broadway, 8th Floor, New York, NY 10003-9595 (hereinafter ASSIGNEE) is desirous of acquiring all rights, title and interest in and to said trademarks as set forth hereinabove;

**NOW, THEREFORE**, for good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR does hereby assign, grant, transfer and otherwise convey to ASSIGNEE, its successors and assigns, its entire rights, title and interest in and to the said trademarks listed on the attached schedule, 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.

**MFI Holdings, Inc.**

Dated this 30<sup>th</sup> day of May, 2001

By

Mark S. Miller  
Mark Miller  
Its Secretary

**SCHEDULE - ASSIGNMENT TO VNU BUSINESS MEDIA, INC.**

Matter Code	Country	Matter Name	Status	Serial Number	File Date	Registration Number	Issue Date
T0003A	United States	ASR	Pending	75/480,749	1998/05/07		
T0004A	United States	THE INTERIOR PLANNING AND DESIGN CAPITAL OF THE WORLD	Allowed	75/449,937	1998/03/13		
T0005A	United States	SENIORS HOUSING BUSINESS	Pending	75/611,764	1998/12/22		
T0006A	United States	MEETINGS TODAY	Registered	74/399,912	1993/06/09	1,860,894	1994/11/01
T0007A	United States	COMMERCIAL PROPERTY WORLD	Registered	73/811,917	1989/07/11	1,623,960	1990/11/20
T0009A	United States	MEETING WORLD	Registered	73/811,915	1989/07/11	1,627,506	1990/12/11
T0010A	United States	MULTI-HOUSING WORLD	Registered	73/811,911	1989/07/11	1,627,505	1990/12/11
T0012A	United States	E-SPORTS REPORT	Suspended	75/723,567	1999/06/08		
T0013A	United States	BOBBIN WORLD THE INTERNATIONAL SEWN PRODUCTS EXPO	Pending	75/468,492	1998/04/15		
T0014A	United States	YOUTH MARKET EXCHANGE	Allowed	75/739,392	1999/07/06		
T0015A	United States	KIDS MARKET XCHANGE	Allowed	75/743,465	1999/07/06		
T0016A	United States	TEEN MARKET XCHANGE	Allowed	75/743,466	1999/07/06		
T0017A	United States	SPORTSLAB	Abandoned	75/723,570	1999/06/08		
T0018A	United States	SGB SPORTSLAB & Design	Allowed	75/723,568	1999/06/08		

T0019A	United States	APPAREL SOURCE	Registered	75/658,864	1999/03/11	2,432,199	2001/02/27
T0020A	United States	ALT.OFFICE	Registered	75/151,732	1996/08/16	2,388,038	2000/09/19
T0021A	United States	BICYCLE RETAILER AND INDUSTRY NEWS	Registered	75/651,517	1999/03/02	2,335,400	2000/03/28
T0022A	United States	COUTURE COLLECTION & CONFERENCE	Registered	75/211,780	1996/12/11	2,258,176	1999/06/29
T0020B	United States	ALT.OFFICE	Registered	75/978,521	1996/08/16	2,304,908	1999/12/28
T0001A	United States	DECORATED APPAREL SHOW	Registered	75/450,671	1998/03/16	2,280,175	1999/09/21
T0002A	United States	HOME EMBROIDERY	Registered	75/603,387	1998/12/10	2,293,803	1999/11/16
T0013B	United States	BOBBIN WORLD	Registered	75/446,666	1998/03/09	2,307,013	2000/01/11
T0023A	United States	PROMOTIONAL APPAREL BUSINESS	Registered	75/520,525	1998/07/17	2,358,802	2000/06/13
T0024A	United States	TRAVEL MEXICO	Registered	74/322,968	1992/10/15	1,810,269	1993/12/07
T0025A	United States	OUTDOOR DEMO	Pending	76/191,009	2001/01/08		
T0026A	United States	OUTDOOR TEXTILES & DESIGN FORUM	Registered	75/489,840	1998/05/20	2,301,058	1999/12/14
T0027A	United States	IMPRESSIONS	Pending	76/091,664	2000/07/17		
T0028A	United States	EMB: EMBROIDERY MONOGRAM BUSINESS	Pending	76/091,663	2000/07/17		
T0029A	United States	INTERBIKE DIRECTORY	Registered	74/115,101	1990/11/14	1,679,349	1992/03/17
T0030A	United States	INTERBIKE	Registered	74/103,546	1990/10/04	1,683,179	1992/04/14

T0031A	United States	INTERBIKE BUYER	Registered	74/115,289	1990/11/14	1,687,842	1992/05/19
T0034A	United States	DESIGN INSPIRATION	Registered	74/474,630	1993/12/30	1,874,281	1995/01/17
T0032B	United States	ACTION SPORTS RETAILER	Registered	73/712,350	1988/02/22	1,699,000	1992/07/07
T0035A	United States	EXPOTELEA	Registered	74/615,479	1994/12/27	1,994,171	1996/08/13
T0036A	United States	THE FABRIC CONNECTION	Registered	74/498,584	1994/03/09	1,897,708	1995/06/06
T0037A	United States	FOOD & DRINK EXPO	Registered	74/617,934	1995/01/04	1,961,692	1996/03/12
T0038A	United States	TDL WORLDWIDE	Registered	75/001,987	1995/10/05	2,008,204	1996/10/15
T0039A	United States	ACTION SPORTS RETAILER TRADE EXPO	Registered	73/712,349	1988/02/22	1,686,845	1992/05/12
T0040A	United States	SEWN PRODUCTS EQUIPMENT & TECHNOLOGY EXPO	Pending	75/389,096	1997/11/12		
T0041A	United States	FLY FISHING RETAILER	Registered	75/395,124	1997/11/24	2,241,385	1999/04/20
T0043A	United States	THE IMPRINTED SPORTSWEAR SHOWS	Registered	75/450,670	1998/03/16	2,280,855	1999/09/28
T0045A	United States	BOBBIN CONTEXPO APPAREL SHOW OF THE AMERICAS	Registered	74/712,557	1995/08/28	2,015,182	1996/11/12
T0046A	United States	JEWELRYSEARCH	Registered	75/489,632	1998/05/22	2,233,112	1999/03/16
T0047A	United States	WOOD TECHNOLOGY	Registered	74/306,566	1992/08/24	1,883,176	1995/03/07
T0048A	United States	CONTRACT	Registered	73/709,271	1988/02/02	1,507,103	1988/10/04
T0049A	United States	CORPORATE TRAVEL	Registered	73/708,663	1988/02/01	1,532,452	1989/03/28

T0050A	United States	CORPORATE TRAVEL WEST	Registered	73/811,930	1989/07/11	1,642,977	1991/04/30
T0051A	United States	CORPORATE TRAVEL WORLD	Registered	73/811,914	1989/07/11	1,642,976	1991/04/30
T0052A	United States	FACILITIES DESIGN & MANAGEMENT	Registered	73/709,272	1998/02/02	1,547,308	1989/07/11
T0053A	United States	GIFT & STATIONERY BUSINESS	Registered	73/722,033	1988/04/12	1,523,036	1989/01/31
T0054A	United States	KITCHEN & BATH BUSINESS	Registered	73/709,274	1988/02/02	1,545,323	1989/06/27
T0055A	United States	MEETING NEWS	Registered	73/708,664	1988/02/01	1,543,482	1989/06/13
T0056A	United States	MULTI-HOUSING NEWS	Registered	73/708,781	1988/02/01	1,538,124	1989/05/09
T0057A	United States	THE MANE EVENT	Registered	74/574,525	1994/09/16	1,997,512	1996/08/27
T0058A	United States	NATIONAL HOME CENTER SHOW	Registered	73/451,960	1983/11/09	1,442,393	1987/06/09
T0059A	United States	BRD THE HOME CENTER SHOW'S BUILDING, REMOLDING & DECOR ...	Registered	74/465,609	1993/12/06	1,920,083	1995/09/19
T0060A	United States	TOUR & TRAVEL NEWS	Registered	73/532,627	1985/04/17	1,395,399	1986/05/27
T0061A	United States	TRAVEL COUNSELOR	Registered	74/131,319	1991/01/14	1,682,507	1992/04/07
T0062A	United States	ARCHITECTURAL LIGHTING	Registered	73/642,137	1987/01/30	1,485,757	1988/04/19
T0063A	United States	BUSINESS TRAVEL NEWS	Registered	73/482,455	1984/05/29	1,339,800	1985/06/04
T0063B	United States	BUSINESS TRAVEL NEWS	Registered	74/082,311	1990/07/26	1,679,341	1992/03/17
T0064A	United States	LA BOBINA	Registered	74/540,181	1994/06/20	1,909,996	1995/08/08

T0065A	United States	BOBBIN	Registered	74/043,650	1990/03/29	1,680,282	1992/03/24
T0066A	United States	BOBBIN SHOW INTERNATIONAL	Registered	74/721,550	1995/08/25	2,005,923	1996/10/08
T0067A	United States	BOBBIN SPRING EXPO	Registered	75/023,417	1995/11/24	2,021,997	1996/12/10
T0069A	United States	BUILD IT!	Registered	74/251,415	1992/03/02	1,806,028	1993/11/23
T0070A	United States	THE FIRST NAME IN EXHIBITIONS	Registered	75/150,214	1996/08/15	2,094,868	1997/09/09
T0071A	United States	THE WORLD'S FAIR OF EQUESTRIAN SPORTS	Registered	75/023,298	1995/11/22	2,028,036	1996/12/31
T0073A	United States	TRAVEL USA	Registered	74/317,273	1992/09/24	1,827,927	1994/03/22
T0074A	United States	WORLD WOOD REVIEW	Registered	75/040,056	1996/01/04	2,173,386	1998/07/14
T0024B	United States	TRAVEL MEXICO	To Be Filed	76/	2000/		
T0080A	United States	NATIONAL JEWELER	Registered	75/472,015	1998/04/22	2,249,595	1999/06/01
T0080B	United States	NATIONAL JEWELER	To Be Filed	76/	2000/		
T0081A	United States	OUTDOOR RETAILER	Registered	75/480,736	1998/05/07	2,281,007	1999/09/28
T0082A	United States	VARIETY MERCHANDISE SHOW	Registered	75/075,721	1996/03/20	2,113,473	1997/11/18
T0083A	United States	FLOWER TOWER	Registered	73/283,104	1980/10/23	1,233,597	1983/04/05
T0005B	United States	SENIORS HOUSING BUSINESS	Pending	76/216,529	2001/02/27		