

08-20-2001

U.S. Department of Commerce
Patent and Trademark Office

HEET

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

1. Name of conveying party(ies):

REED ELSEVIER INC.

8-1471

☐ Individual(s) ☐ Association
☐ General Partnership ☐ Limited Partnership
☒ Corporation-State MASSACHUSETTS
☐ Other _____

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

2. Name and Address of receiving party(ies)

Name: PRIMEDIA Magazine Finance Inc.

Address: 260 Madison Avenue
New York, New York 10016

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3. Nature of conveyance:

☒ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☐ Other _____

Execution Date: January 2, 1996

☐ Individual(s) citizenship
☐ Association
☐ General Partnership
☐ Limited Partnership
☒ Corporation-State DELAWARE
☐ 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)

B. Trademark Registration No.(s): 1,869,541

Additional numbers attached? ☐ Yes ☒ No

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

Cowan, Liebowitz & Latman, P.C.
1133 Avenue of the Americas
New York, NY 10036-6799

6. Total number of applications and registrations involved:

One (1)

7. Total fee (37 CFR 3.41)..... \$ 40.00☒ Enclosed

Any deficiency is authorized to be charged to
Deposit Account No. 03-3415.

8. Deposit Account No. 03-3415

(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.

Baila H. Celedonia

Name of Person Signing

Signature

08/14/2001

Date

Total number of pages including cover sheet, attachments, and document: 4

Mail to: U.S. Patent and Trademark Office, Office of Public Records, Crystal Gateway 4, Room 335, Washington, DC 20231

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SZC/BEM/18016/10/483807.1

TRADEMARK
REEL: 002351 FRAME: 0288

NUNC PRO TUNC TRADEMARK ASSIGNMENT

WHEREAS, Reed Elsevier Inc., a Massachusetts corporation (hereinafter referred to as "Reed"), having a place of business located at 125 Park Avenue, 23rd Floor, New York, New York 10017, adopted and used the trademarks as set forth in attached Schedule A and filed and/or registered the marks in the United States Patent and Trademark Office (hereinafter referred to as the "Trademarks");

WHEREAS, Primedia Magazine Finance Inc., a Delaware corporation (hereinafter referred to as "Primedia"), having a place of business located at 260 Madison Ave., New York, New York 10016, desired to acquire all right, title and interest in and to the Trademarks, including any choses in action relating to said Trademarks, together with the goodwill of the business symbolized by the Trademarks and the applications and registrations thereof set forth on the attached Schedule A; and

WHEREAS, it is desired that the assignment of the Trademarks listed on the attached Schedule A be made a matter of record in the United States Patent and Trademark Office.

NOW, THEREFORE, for good and valuable consideration, the full receipt and sufficiency of which are hereby acknowledged, and intending to be legally bound hereby, Reed as of January 2, 1996 hereby sold, assigned, transferred and conveyed unto Primedia all of its right, title and interest, whether statutory or common law, in and to the aforesaid Trademarks, including any choses in action relating to said Trademarks, claims for damages, profits and costs, both in equity and law, for any infringement or infringements of said Trademarks rights accruing on or before January 2, 1996, together with the goodwill of the business symbolized by the Trademarks, and including the applications and registrations thereof as set forth on attached Schedule A, and further, covenanted, agreed and undertook to execute, whenever requested by Primedia, all applications,

assignments, lawful oaths and any other papers which Primedia may deem necessary or desirable for securing to Primedia or for maintaining for Primedia the Trademarks hereby assigned, all without further compensation to Reed.

Reed Elsevier Inc., ~~Reed Elsevier Inc.~~

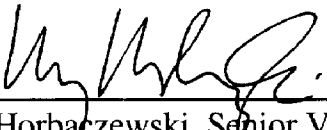
By 
Henry Horbaczewski, Senior Vice President

EXHIBIT A

Mark : CBE REPORTER

Registration No.: 1869541

Date of First Use: February 1993

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** TOTAL PAGE.02 **

RECORDED: 08/14/2001

TRADEMARK
REEL: 002351 FRAME: 0291