

10-01-2001



101862112

HEET

U.S. Department of Commerce
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):
 Intertec Publishing Corporation **9-26-01**

Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State DELAWARE
 Other _____

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

2. Name and Address of receiving party(ies)
 Name: PRIMEDIA Business Magazines & Media Inc.
 Address: 9800 Metcalf
 Overland Park, Kansas 66212-2216

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other Name Change

Execution Date: July 24, 2001

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) 76/277,367
 B. Trademark Registration No.(s)
 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

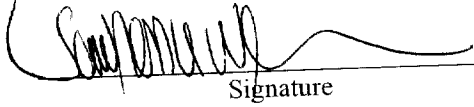
6. Total number of applications and registrations involved:
 One (1)

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.

Lawrence Greene  9/26/01
 Name of Person Signing Signature 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

10/01/2001 10:41:01 08080007 7627367
 01 FC:481 40.00 DP

LWG/BEM/17221/00/489588.1

TRADEMARK
REEL: 002375 FRAME: 0444

State of Delaware
Office of the Secretary of State

PAGE 1

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "INTERTEC PUBLISHING CORPORATION", CHANGING ITS NAME FROM "INTERTEC PUBLISHING CORPORATION" TO "PRIMEDIA BUSINESS MAGAZINES & MEDIA INC.", FILED IN THIS OFFICE ON THE TWENTY-FOURTH DAY OF JULY, A.D. 2001, AT 9 O'CLOCK A.M.

A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE KENT COUNTY RECORDER OF DEEDS.



Harriet Smith Windsor
Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 1258944

DATE: 07-24-01

2198100 8100
010356705

TRADEMARK
REEL: 002375 FRAME: 0445

CERTIFICATE OF AMENDMENT
OF
CERTIFICATE OF INCORPORATION

Intertec Publishing Corporation (hereinafter called the "Corporation"), a Corporation organized and existing under and by virtue of the General Corporation of the State of Delaware, does hereby certify:

FIRST: That the Board of Directors of the Corporation duly adopted resolutions setting forth and declaring advisable a proposed amendment to the Certificate of Incorporation of said Corporation:

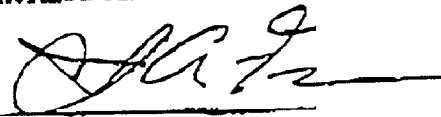
RESOLVED, that the Certificate of Incorporation of this Corporation be amended by changing the First Article so that, as amended, said Article shall be read as follows: "The name of the corporation is PRIMEDIA Business Magazines & Media Inc."

SECOND: That by written consent, filed with the minutes of the Corporation, the sole stockholder approved said amendment in accordance with the provisions of Section 228 of the General Corporation Law of the State of Delaware.

THIRD: That the aforesaid amendment to the Corporation's Certificate of Incorporation was duly adopted in accordance with the applicable provisions of Section 242 and Section 228 of the General Corporation Law of the State of Delaware.

IN WITNESS WHEREOF, said Intertec Publishing Corporation has caused this Certificate to be executed by Christopher A. Fraser, its authorized officer on this 24th day of July, 2001.

By: _____


Christopher A. Fraser
Vice President

STATE OF DELAWARE
SECRETARY OF STATE
DIVISION OF CORPORATIONS
FILED 09:00 AM 07/24/2001
010356705 - 2198100

** TOTAL PAGE.03 **

TRADEMARK
REEL: 002375 FRAME: 0446

EXHIBIT A
NAME CHANGE from INTERTEC PUBLISHING CORPORATION
to PRIMEDIA BUSINESS MAGAZINES & MEDIA INC.
dated July 24, 2001

Mark	Application No.	Application Date
SOUTHWEST CROPS PRODUCTION CONFERENCE	76/277,367	June 27, 2001

BEM/BEM/17221/00/488905.1

RECORDED: 09/26/2001

TRADEMARK
REEL: 002375 FRAME: 0447