

10-01-2001



101862269

TRADEMARK  
03210-G0000 GSW

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Assignor	Bill Communications, Inc.		
Assignee	VNU Business Media, Inc.		
Registration Nos.	1,448,456	1,375,834	2,071,418
	2,207,272	1,458,286	1,460,000
	1,618,689	1,632,533	1,603,998
	1,636,385		

Box Assignment  
Assistant Commissioner for Trademark  
Washington, DC 20231

SEP 27

**Trademark Assignment Recordation Form Cover Sheet**

Dear Sir:

Please record the attached original document.

09/27/01

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.

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.

September 25, 2001

Danielle Dominici

10/01/2001 LMUELLER 00000117 1448456

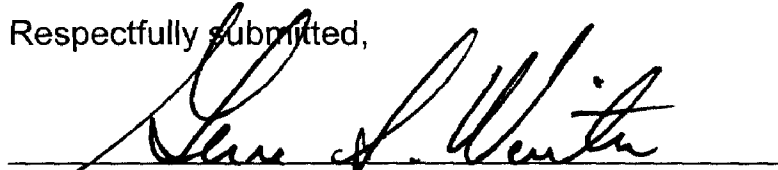
01 FC:481  
02 FC:482

40.00 OP  
225.00 OP

**TRADEMARK**  
**REEL: 002375 FRAME: 0772**

5. Registration Nos.: 1,448,456 1,375,834 2,071,418 2,207,272 1,458,286  
1,460,000 1,618,689 1,632,533 1,603,998 1,636,385
6. Total Number of Registrations Involved: 10.
7. Total Fee (37 CFR 3.41). \$265.00 due. A check for this amount is enclosed.
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.  
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.**

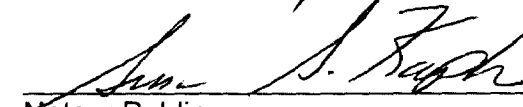
By   
Eric Rubenstein  
Its Assistant Secretary

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

<b>SCHEDULE A</b>					
<b>Matter</b>	<b>^Country</b>	<b>Status</b>	<b>Name</b>	<b>Serial No.</b>	<b>Reg. No.</b>
T0131AAR	Argentina	Pending	ERETAILING WORLD		
T0131AAU	Australia	Pending	ERETAILING WORLD	815971	
T0131ABR	Brazil	Published	ERETAILING WORLD	822246562	
T0131BBR	Brazil	Published	ERETAILING WORLD	822246554	
T0131CBR	Brazil	Published	ERETAILING WORLD	822246570	
T0131ACA	Canada	Published	ERETAILING WORLD	1038219	
T0131ACL	Chile	Registered	ERETAILING WORLD	478333	574219
T0131AEP	Europe	Pending	ERETAILING WORLD	1394311	
T0131AJP	Japan	Registered	ERETAILING WORLD	11-112689	4454839
T0001A	United States	Registered	PROGRESSIVE GROCER	75/233,244	2,149,080
T0002A	United States	Registered	BEVERAGE WORLD	73/029,243	1,018,820
T0003A	United States	Registered	BEVERAGE WORLD INTERNATIONAL	75/259,634	2,188,992
T0004A	United States	Registered	BEVERAGE WORLD'S PERSICOPE	75/259,350	2,190,499
T0005A	United States	Registered	BEVERAGE WORLD EN ESPANOL	75/259,623	2,185,519
T0006A	United States	Registered	CHINA BEV	74/620,895	2,027,988
T0007A	United States	Registered	THE BEVERAGE FORUM	74/543,545	1,967,489
T0008A	United States	Registered	BEVERAGE AISLE	74/198,992	1,749,388
T0008B	United States	Registered	BEVERAGE AISLE	75/501,515	2,374,273

T0009A	United States	Registered	THE JOURNAL OF PETROLEUM MARKETING	73/720,804	1,562,833
T0010A	United States	Registered	U.S. DISTRIBUTION JOURNAL	73/719,333	1,542,085
T0011A	United States	Registered	THE GOURMET RETAILER	73/396,814	1,309,511
T0012A	United States	Registered	CONVENIENCE STORE INDUSTRY REPORT	73/154,211	1,136,761
T0013A	United States	Registered	CONVENIENCE STORE NEWS	73/154,166	1,136,760
T0014A	United States	Registered	SOFT DRINKS SCOPE	72/357,728	901,563
T0015A	United States	Registered	TAKEOUT BUSINESS	75/294,974	2,242,202
T0017A	United States	Registered	GLOBAL BEVERAGE PACKAGE DESIGN CONFERENCE	75/501,516	2,304,965
T0018A	United States	Registered	BEVERAGE RETAILING SUMMIT	75/501,517	2,304,966
T0019A	United States	Registered	FOOD LOGISTICS	75/123,457	2,093,862
T0020A	United States	Registered	GM/HBA	73/553,439	1,391,998
T0021A	United States	Registered	FROZEN FOOD AGE	73/634,696	1,448,456
T0022A	United States	Registered	PROGRESSIVE GROCER EXECUTIVE REPORT	73/541,609	1,375,834
T0023A	United States	Registered	IMAGINGEXPO AND DESIGN	75/066,433	2,071,418
T0024A	United States	Registered	RT THE TECHNOLOGY MAGAZINE FOR RETAIL EXECUTIVES	75/409,491	2,207,272
T0025A	United States	Registered	INSTITUTIONAL DISTRIBUTION	73/623,812	1,458,286
T0026A	United States	Registered	RESTAURANT BUSINESS	73/623,835	1,460,000

T0030A	United States	Registered	FOODSERVICE DIRECTOR	73/781,069	1,618,689
T0038A	United States	Registered	MENUMONITOR	74/016,776	1,632,533
T0039A	United States	Registered	COMPUCHAIN	74/000,870	1,603,998
T0044A	United States	Registered	PLATINUM CIRCLE AWARDS	74/026,090	1,636,385
T0047A	United States	Registered	SEAFOOD SERVICE	74/158,179	1,732,082
T0048A	United States	Registered	ID UPDATE	74/158,473	1,724,129
T0050A	United States	Registered	HOSPITALITY DESIGN	74/170,632	1,688,075
T0050B	United States	Registered	HOSPITALITY DESIGN	74/251,943	1,786,313
T0050C	United States	Registered	HOSPITALITY DESIGN	75/314,884	2,176,761
T0054A	United States	Registered	HANDBOOK OF FOODSERVICE DISTRIBUTION	74/235,430	1,747,067
T0064A	United States	Registered	ID	74/446,873	1,849,906
T0064B	United States	Registered	ID	75/286,971	2,147,797
T0070A	United States	Registered	HD	74/520,855	1,895,079
T0070B	United States	Registered	HD	74/520,945	1,896,434
T0072A	United States	Registered	SLICE	75/136,174	2,087,471
T0073A	United States	Registered	BRANDING AMERICA	74/552,137	2,014,730
T0075A	United States	Registered	TURKEY-NOMICS	74/627,255	1,996,192
T0080A	United States	Registered	FOODSERVICE EQUIPMENT 2000	75/733,452	2,001,323
T0084A	United States	Registered	FOODSERVICE MATTERS	75/058,573	2,030,197
T0126B	United States	Pending	THE CRUCIAL LINK TO YOUR CUSTOMERS	76/179,876	

T0127A	United States	Allowed	HOSPITALITY DESIGN LEADERSHIP SUMMIT	75/794,196	
T0131A	United States	Accepted	ERETAILING WORLD	75/693,268	
T0131B	United States	Registered	ERETAILING WORLD	75/693,267	2,445,058
T0131C	United States	Registered	ERETAILING WORLD	75/693,266	2,445,057
T0149A	United States	Pending	INTERNET MERCHANDISER	75/832,371	
T0152A	United States	Accepted	RETAIL MERCHANDISER	75/922,464	
T0155A	United States	Published	THE AUTHORITY ON MASS, DRUG & SPECIALTY RETAILING	76/043,835	
T0156A	United States	Pending	FOODSERVICE PRODUCTLINK	76/043,924	
T0171A	United States	Allowed	INSIGHTS FOR SUCCESS	76/008,763	
T0172A	United States	Published	GROCERYNETWORK.CO M	76/043,730	
T0173A	United States	Pending	EB2B STRATEGIES	76/021,451	
T0173B	United States	Pending	EB2B STRATEGIES	76/021,452	
T0174A	United States	Pending	RETAIL LOGISTICS	76/021,453	
T0174B	United States	Pending	RETAIL LOGISTICS	76/021,454	
T0175A	United States	Pending	YOUR SOURCE FOR OPERATIONAL EXCELLENCE	76/049,265	
T0176A	United States	Registered	JPM	76/047,398	2,461,610
T0179A	United States	Published	FUEL CHANNELS	76/105,050	
T0185A	United States	Pending	EQUIPMENT AND SUPPLY SOLUTIONS	76/179,877	
T0189A	United States	Registered	ARCHITECTURE ACCESS	75/108,384	2,154,520
T0190A	United States	Registered	ARCHITECTURE ARCHIT	75/230,050	2,209,845

T0191A	United States	Registered	ARCHIT	75/219,238	2,223,336
T0192A	United States	Pending	ARCHIT HOUSE & Design	75/923,566	