

12-03-2001



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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.

<p>1. Paul Kagan Associates, Inc.</p> <p><input type="checkbox"/> Individual(s) <input type="checkbox"/> Association <input type="checkbox"/> General Partnership <input type="checkbox"/> Limited Partnership <input checked="" type="checkbox"/> Corporation-State CALIFORNIA <input type="checkbox"/> Other _____</p> <p>Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>	<p>2. Name and Address of receiving party(ies)</p> <p>Name: PKA Acquisition Corp.</p> <p>Address: 745 Fifth Avenue New York, New York 10151</p>
<p>3. Nature of conveyance:</p> <p><input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name <input type="checkbox"/> Other _____</p> <p>Execution Date: <u>November 9, 2000</u></p>	<p><input type="checkbox"/> Individual(s) citizenship <input type="checkbox"/> Association <input type="checkbox"/> General Partnership <input type="checkbox"/> Limited Partnership, State of <input checked="" type="checkbox"/> Corporation-State DELAWARE <input type="checkbox"/> Other _____</p> <p>If assignee is not domiciled in the United States, a domestic representative designation is attached: <input type="checkbox"/> Yes <input type="checkbox"/> No (Designations must be a separate document from assignment) Additional name(s) & address(es) attached? <input type="checkbox"/> Yes <input type="checkbox"/> No</p>

4. Application number(s) or registration number(s): See schedule attached

<p>A. Trademark Application No.(s)</p>	<p>B. Trademark Registration No.(s)</p> <p>Additional numbers attached? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p style="text-align: right; font-size: 2em;">76049303</p>
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<p>5. Name and address of party to whom correspondence concerning document should be mailed:</p> <p>Cowan, Liebowitz & Latman, P.C. 1133 Avenue of the Americas New York, NY 10036-6799</p>  <p>11-27-2001</p> <p>U.S. Patent & TMO/TM Mail Rcpt Dt. #11</p>	<p>6. Total number of applications and registrations involved: Fifteen (15)</p> <p>7. Total fee (37 CFR 3.41)..... \$ <u>390.00</u></p> <p><input checked="" type="checkbox"/> Enclosed Any deficiency is authorized to be charged to Deposit Account No. 03-3415.</p> <p>8. Deposit Account No. <u>03-3415</u> (Attach duplicate copy of this page if paying by deposit account)</p>
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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 [Signature] 11 27 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

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01 FC:481 40.00 OP
02 FC:482 350.00 OP

LWG/BEM/24418/00/498186.1

TRADEMARK
REEL: 002400 FRAME: 0959

EXHIBIT A

Mark	Classes	Application Number	Application Date	Registration Number	Registration Date
ASIA BROADBAND TECHNOLOGY	16 & 42	76/049303	5/16/00		
BROADBAND TECHNOLOGY	16 & 42	76/049,490	5/16/00		
BROADCAST INVESTOR (Stylized)	16	73/110394	12/21/76	1075524	10/18/77
ECONOMICS OF WINNING	16 & 42	76/008524	3/23/00		
EURO BROADBAND TECHNOLOGY	16 & 42	76/049309	5/16/00		
KAGAN	9, 16, 35, 36 41 & 42	75/769383	8/3/99	2481447	8/28/01
KAGAN ON DEMAND	42	74/637195	2/22/95	1980736	6/18/96
KAGAN ON DEMAND	16 & 41	76/141080	10/4/00		
KAGAN.COM	42	75/762417	7/28/99		
KAGAN.COM. WHEN YOU NEED IT NOW.	16 & 42	76/141081	10/4/00		
KAGAN WHEN YOU NEED TO KNOW	16 & 42	76/140253	10/4/00		
KAGANMEDIA	42	76/007901	3/23/00		
PK (Stylized)	16	73/088125	5/24/76	1058419	2/8/77
PK (Stylized)	35, 36 & 41	73/088124	5/24/76	1094688	6/27/78
THE PAY TV NEWSLETTER & DESIGN	16	73/110397	12/21/76	1078169	11/22/77

TRADEMARK ASSIGNMENT

TRADEMARK ASSIGNMENT, made as of November 9, 2000, between Paul Kagan Associates, Inc., a California corporation having an address at 126 Clock Tower Road, Carmel, California, 93923 ("Assignor") and PKA Acquisition Corp., a Delaware corporation, having its place of business at 745 Fifth Avenue, New York, NY 10151 ("Assignee").

WHEREAS, PRIMEDIA Inc. and Assignee, on the one hand, and Paul F. Kagan, Florence Kagan, Linda Cosmero, Melanie Canter and Assignor on the other hand, have entered into a Stock Purchase Agreement, dated October 24, 2000 (the "Purchase Agreement"), pursuant to which Assignor has agreed to sell and Assignee has agreed to purchase certain of the assets of Assignor, and Assignee has agreed to assume certain of the liabilities of Assignor, in each case relating to the PKA Business (as defined in the Purchase Agreement);

WHEREAS, Assignor is the owner of certain registered trademarks, trade names, service marks and logos relating to the PKA Business (as defined in the Purchase Agreement), including, but not limited to those listed and described on Exhibit A attached hereto (along with the goodwill associated with each of the foregoing collectively, the "Marks");

WHEREAS, Assignee desires to acquire Assignor's entire right, title and interest in and to the Marks; and

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign and transfer unto Assignee, its legal successors and permitted assigns all right, title and interest, whether statutory, registered or at common law, in and to the Marks, together with the goodwill symbolized by them, throughout the world, and any renewals or extensions thereof, and all causes of action for any and all previously occurring infringements of the rights being assigned and the right to receive and retain the proceeds relating to those infringements.

In the event of any conflict or inconsistency between the terms, provisions and conditions of this Trademark Assignment and the Purchase Agreement, the terms, provisions and conditions of the Purchase Agreement shall govern.

This instrument shall be governed by the laws of the state of New York (without regard to conflicts of laws principles).

Assignor agrees to execute any further papers and to do such other acts as may be

necessary and proper to vest all right, title and interest in and to the Marks in Assignee.
IN WITNESS WHEREOF, Assignor has caused these presents to be duly executed in
manner appropriate thereto this ___ day of November, 2000.

PAUL KAGAN ASSOCIATES, INC.

By: Paul Kagan
Name: PAUL KAGAN
Title: Chairman/CEO

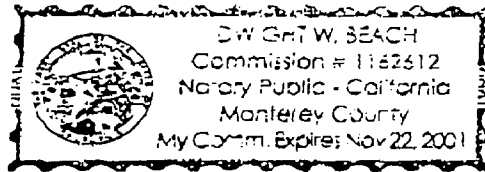
PKA ACQUISITION CORP.

By: [Signature]
Name:
Title:

State of California)
)ss.
County of Monterey)

Subscribed and sworn to before me on this 8th day of November, 2000.

[Signature]



pkasracom-assignment