

12-03-2001

U.S. Department of Commerce
Patent and Trademark Office



HEET

101906272

10.28.01

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

1. Name of conveying party(ies):
PRIMEDIA Business Magazines & Media Inc.

___ 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: Media Central IP Corp.
Address: 745 Fifth Avenue
New York, New York 10151

___ 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

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

Execution Date: 11/1/01

4. Application number(s) or registration number(s): See Schedule Attached

A. Trademark Application No.(s) 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:
Nine (9)

7. Total fee (37 CFR 3.41)..... \$ 240.00
 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 [Signature] November 28 2001
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

11/30/2001 LMUELLER 00000164 73828656

01 FC:401
02 FC:482

40.00 OP
200.00 OP

LWG/BEM/24418/00/495638.1

TRADEMARK
REEL: 002401 FRAME: 0555

EXHIBIT A

Mark	Application Number/ Date	Registration Number/ Date	Classes
FOLIO: THE MAGAZINE FOR MAGAZINE MANAGEMENT	73828656 10/2/89	1,608,210 7/31/90	16
FOLIO: (Stylized)	73/287146 11/24/80	1,208,218 9/14/82	16
CABLE WORLD	73/774691 1/17/89	1,558,993 10/3/89	16
CIRCULATION MANAGEMENT	75/366589 10/1/97	2,241,368 4/20/99	16
CIRCULATION MANAGEMENT CONFERENCE & EXPO	75/366592 10/1/97	2,239,946 4/13/99	35
CIRCULATION MANAGEMENT	76/146606 10/13/00	2,487,546 9/11/01	16, 42
M2 (Stylized)	75/210905 12/10/96	2144317 3/17/98	41
THE FOLIO: 400	73/467625 2/27/84	1308964 12/11/84	16
THE FOLIO: SHOW	73/660923 5/15/87	1469983 12/22/87	35

TRADEMARK ASSIGNMENT

WHEREAS, PRIMEDIA Business Magazines & Media Inc. (formerly known as Intertec Publishing Corporation), a Delaware corporation, with a place of business located at 9800 Metcalf, Overland Park, Kansas 66212-2216 ("Assignor"), had adopted, used and was the owner of certain trademarks, service marks and trade names, and registrations and applications therefor, set forth in Exhibit A (the "Marks"); and

WHEREAS, Media Central IP Corp., a Delaware corporation, having an address at 745 Fifth Avenue, New York, New York 10151 ("Assignee"), has heretofore acquired all rights, title and interest in and to said Marks with the good will of the business symbolized thereby;

WHEREAS, Assignee is a successor to the business of the Assignor, or portion thereof, to which the Marks pertain, and that business is existing and ongoing; and

WHEREAS, the aforesaid parties are desirous of confirming the acquisition of said Marks by Assignee as of November 1, 2001;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does confirm that it has assigned and hereby does assign, transfer, and convey unto Assignee, its successors and assigns, absolutely and forever, all rights, title and interest in and to the said Marks, whether statutory or at common law, together with the goodwill of the business symbolized by them throughout the world and such other trademarks, service marks, trade names and trade dress as may be owned by Assignor and used in conjunction with the Marks, and all registrations and pending applications therefor, in all countries throughout the world (collectively, "All Marks") and all patents, patent applications, copyrights and rights under copyright, whether statutory or at common law, related to the business conducted under All Marks ("Patents and Copyrights"), together with 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.

Assignor agrees to execute such further papers and do such other acts as may be necessary and proper to vest full title in All Marks, Patents and Copyrights in the Assignee or which may be necessary to obtain, renew, issue or enforce All Marks, Patents and Copyrights.

PRIMEDIA Business Magazines & Media Inc.

By: 

Name: Christopher Fraser

Title: Vice-President

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THE FOLIO: SHOW	73/660923 5/15/87	1,469,983 12/22/87	35