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U.S. Department of Commerce  
Patent and Trademark Office

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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):  
 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

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

Execution Date: November 1, 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): 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:  
 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                      [Signature]                      1.9.02  
 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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TRADEMARK  
REEL: 002430 FRAME: 0615

**EXHIBIT A**

<b>Mark</b>	<b>Application Number/ Date</b>	<b>Registration Number/ Date</b>	<b>Class</b>
OZZIE	74/534739 June 7, 1994	1,955,684 February 13, 1996	41

## 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 the registration set forth in Exhibit A (the "Mark"); 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 Mark with the good will of the business symbolized thereby;

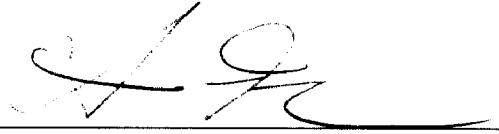
WHEREAS, Assignee is a successor to the business of the Assignor, or portion thereof, to which the Mark pertains, and that business is existing and ongoing; and

WHEREAS, the aforesaid parties are desirous of confirming the acquisition of said Mark 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 Mark, 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 Mark, 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 A. Fraser  
Vice President

Title: \_\_\_\_\_