

05-06-2002



102079479

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):  
 PRIMEDIA Business Magazines & Media Inc.  
 Individual(s) 4-15-02 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  
 U.S. Patent & TMO/c/TM Mail Rcpt. Dt. #57  
 04-15-2002

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):  
 A. Trademark Application No.(s): 76/034,229, 76/255,831  
 B. Trademark Registration No.(s): 1,742,278; 2,057,428;  
 1,517,927; 1,182,895; 1,973,521  
 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:  
 Seven (7)  
 7. Total fee (37 CFR 3.41)..... \$\$190.00  
 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 W Greene \_\_\_\_\_  
 Name of Person Signing Signature

4 16 02  
 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

05/03/2002 DBYRNE 00000066 76034229

01 FC:481 40.00 OP  
 02 FC:482 150.00 OP  
 LWG/BEM/17221/00/514369.1

TRADEMARK  
 REEL: 002498 FRAME: 0695

## 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

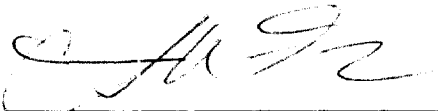
WHEREAS, the aforesaid parties are desirous of confirming the acquisition of said Marks by Assignee as of November 1, 2001;

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.

TM Assignment  
PRIMEDIA Business Magazines & Media Inc.  
to Media Central IP Corp.

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.

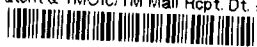
PRIMEDIA Business Magazines & Media Inc.

By:   
Name: Christopher A. Fraser  
Title: Vice President

TM Assignment  
PRIMEDIA Business Magazines & Media Inc.  
to Media Central IP Corp.

**EXHIBIT A**

<b>Mark</b>	<b>Application Number/ Filing Date</b>	<b>Registration Number/ Registration Date</b>
CM	76/034,229 Filed: 4/25/00	
CABLE AVAILS	74/190,728 Filed: 8/1/91	1,742,278 Dated: 12/22/92
DEMOMEMO	76/255831 Filed: 5/11/01	
FORECAST	75/119,507 Filed: 5/28/96	2,057,428 Dated: 4/29/97
MAGAZINE AGE	73/247,201 Filed: 1/22/80	1,182,895 Dated: 12/22/81
MAGAZINE WEEK	73/678,995 Filed: 8/17/87	1,517,927 Dated: 12/27/88
MARKETING TOOLS	74/494233 Filed: 2/25/94	1,973,521 Dated: 5/7/96



04-15-2002

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# Cowan, Liebowitz & Latman, P.C.

LAW OFFICES

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**Lawrence W. Greene**  
Direct (212) 790-9247  
[lwg@cll.com](mailto:lwg@cll.com)

April 16, 2002

**VIA EXPRESS MAIL**

Assistant Commissioner for Trademarks  
Box Assignments  
2900 Crystal Drive  
Arlington, VA 22202-3513

Re: Recordation of Trademark Assignment  
from **PRIMEDIA Business Magazines & Media Inc.** to  
**Media Central IP Corp.**  
Our Reference No. 24418.00

Dear Sir:

Enclosed for recordal purposes is a Trademark Assignment, from PRIMEDIA Business Magazines & Media Inc. to Media Central IP Corp. (with Exhibit). By way of summary, PRIMEDIA Business Magazines & Media Inc. was the owner of the trademark applications and registrations listed on the Exhibit by virtue of a name change document dated July 24, 2001, which was filed with the Assignment Branch on February 14, 2002, with the exception of MAGAZINE AGE, for which the name change was recorded on September 24, 2001 at Reel/Frame: 2374/0719.

Also enclosed is a Recordation Form Cover Sheet and our check in the amount of \$190.00 in payment of the required recordal fees. Please record the assignment against the trademark applications and registrations listed on the Cover Sheet, and return the assignment to us with the recording information.

If the enclosed check is insufficient and additional fees are required, please charge our Deposit Account No. 03-3415.

Kindly acknowledge receipt of the enclosures by returning the attached post card.

**Cowan, Liebowitz & Latman, P.C.**

Assignment Branch

USPTO

April 16, 2002

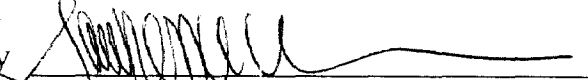
Page 2

Please address all communications, either by mail or telephone, to the undersigned.

Respectfully submitted,

COWAN, LIEBOWITZ & LATMAN, P.C.

Attorneys for Applicant

By 

Lawrence W. Greene

Enclosures