

FORM PTO-1594  
(Rev. 6-93)  
OMB No. 0651-0011 (exp. 4/94)  
M&G 1676.0001

RECORDATION FORM COVER SHEET  
TRADEMARKS ONLY

U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office

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

1. Name of conveying party(ies):

BPI Communications Inc.

Individuals  
 General Partnership  
 Corporation-State of Delaware  
 Other: \_\_\_\_\_

Association  
 Limited Partnership

Additional name(s) of conveying party(ies) attached?  Yes  No

2. Name and address of receiving party(ies):

VNU Business Media  
770 Broadway  
New York, New York 10003

Individual(s) citizenship  
 General Partnership  
 Corporation-State of Delaware  
 Other: \_\_\_\_\_

Association  
 Limited Partnership

If assignee is not domiciled in the United States, a domestic representative designation is attached:  
 Yes  No  
 (Designations must be separate document from Assignment)

Additional name(s) & address(es) attached?  Yes  No

3. Nature of conveyance:

Assignment  
 Security Agreement  
 Other: \_\_\_\_\_

Merger  
 Change of Name

Execution Date: December 31, 2000

4. Application number(s) or trademark number(s):

A. Trademark Application No.(s)/ Mark(s)

76/143733 ONLINELEARNING MAGAZINE

B. Trademark Reg. No.(s)/Mark(s)

1,507,093 TRAINING DIRECTORS' FORUM  
1,600,765 TRAINING

Additional numbers attached?  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Sandra Epp Ryan  
Address: MERCHANT & GOULD P.C.  
P.O. Box 2910  
Minneapolis, MN 55402-0910

6. Total number of applications and trademarks involved: 7

7. Total fee (37 CFR 3.41): \$190.00


Enclosed  
 Authorized to be charged to deposit account

8. Please charge any additional fees or credit any overpayments to our Deposit account number: 13-2725

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.

Sandra Epp Ryan  July 9, 2002

Name of Person Signing Signature Date

Total number of pages including cover sheet, attachments, and document: 5

Do not detach this portion

Mail documents to be recorded with required cover sheet information to:

Commissioner for Patents and Trademarks  
Box Assignments  
Washington, D.C. 20231

Public burden reporting for this sample cover sheet is estimated to average about 30 minutes per document to be recorded, including time for reviewing the document and gathering the data needed, and completing and reviewing the sample cover sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Office of information systems, PK2-1000C, Washington, D.C. 20231, and to the Office of Management and Budget, Paperwork Reduction Project (0651-0011), Washington, D.C. 20503.

Registration No.Mark

1,883,568

GOLD STAR GALLERY

1,921,265

PRESENTATIONS

2,274,631

POTENTIALS

2,276,196

POTENTIALS IDEAS AND PRODUCTS THAT MOTIVATE

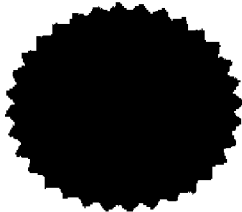
# Delaware

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## *The First State*

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF MERGER, WHICH MERGES:  
"VNU BUSINESS MEDIA, INC.", A DELAWARE CORPORATION,  
WITH AND INTO "BPI COMMUNICATIONS INC." UNDER THE NAME OF "VNU BUSINESS MEDIA, INC.", A CORPORATION ORGANIZED AND EXISTING UNDER THE LAWS OF THE STATE OF DELAWARE, AS RECEIVED AND FILED IN THIS OFFICE THE TWENTY-SECOND DAY OF DECEMBER, A.D. 2000, AT 10 O'CLOCK A.M.

AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF MERGER IS THE THIRTY-FIRST DAY OF DECEMBER, A.D. 2000, AT 11 O'CLOCK A.M.



2367673 8100M

020350281

*Harriet Smith Windsor*  
Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 1806929

DATE: 05-31-02

⑆

TRADEMARK  
REEL: 002502 FRAME: 0377

STATE OF DELAWARE  
 SECRETARY OF STATE  
 DIVISION OF CORPORATIONS  
 FILED 10:00 AM 12/22/2000  
 001645291 - 2387673

**CERTIFICATE OF MERGER  
 OF  
 VNU BUSINESS MEDIA, INC.  
 INTO  
 BPI COMMUNICATIONS INC.**

The undersigned corporation, BPI Communications Inc., does hereby certify:

**FIRST:** That the name and state of incorporation of each of the constituent corporations of the merger is as follows:

NAME	STATE OF INCORPORATION
BPI Communications Inc.	Delaware
VNU Business Media, Inc.	Delaware

**SECOND:** An Agreement of Merger between the parties to the merger has been approved, adopted, certified, executed and acknowledged by each of the constituent corporations in accordance with the requirements of Section 251 of the General Corporation Law of Delaware.

**THIRD:** That the name of the surviving corporation of the merger is BPI Communications Inc., a Delaware corporation.

**FOURTH:** That the amendments or changes in the Certificate of Incorporation of BPI Communications Inc., a Delaware corporation which is surviving the merger, that are to be effected by the merger are as follows:

Article "FIRST" thereof, which states the name of the corporation as "BPI Communications Inc. is hereby stricken out and eliminated and a new Article "FIRST" is hereby substituted and inserted in the place and in lieu thereof, the text of which shall read in full as follows:

"FIRST: The name of the Corporation is VNU Business Media, Inc."

**FIFTH:** That the executed Agreement of Merger is on file at the principal place of business of the surviving corporation, the address of which is: 770 Broadway, New York, NY 10003, attn: Legal Dept.

**SIXTH:** That a copy of the Agreement of Merger will be furnished on request and without cost to any stockholder of any constituent corporation.

**SEVENTE:** That this Certificate of Merger shall be effective on December 31, 2000 at 11:00 AM.

**Dated:** December 21, 2000

**BPI COMMUNICATIONS INC.**

By: *Frederick A. Steinmann*, VP  
Frederick A. Steinmann  
Vice President