

06-19-2002

U.S. Department of Commerce
Patent and Trademark Office

HEET



102126829

To the Honorable Commissioner of Patents and Trademarks: Freeze original documents or copy thereof.

1. Name of conveying party(ies): VNU Business 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

Name: Cygnus Business Media, Inc.
Address: 830 Post Road East
Westport, CT 06880

- 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 6.12.02 Merger
- Security Agreement Change of Name
- Other _____

Execution Date: May 14, 2002

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

FROZEN FOOD AGE REG.# 1448456
FOOD LOGISTICS REG.# 2093862

Additional numbers attached? Yes No

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

Hayley Smith
Legal Assistant
Kirkland & Ellis
153 East 53rd Street
New York, NY 10022-4675

6. Total number of applications and registrations involved: 2

7. Total fee (37 CFR 3.41)..... \$ 65
 Enclosed

Any deficiency is authorized to be charged to
Deposit Account No. 111098

8. Deposit Account No. 111098

(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.

MIRANDA BIVEN

Name of Person Signing

Miranda Biven

Signature

6/12/02

Date

06/19/2002 TDIAZ1 00000013 1448456

01 FC:481
02 FC:482

40.00 OP

Number of pages including cover sheet, attachments, and document: 2

COMMISSIONER OF PATENTS AND TRADEMARKS
BOX ASSIGNMENT
WASHINGTON D.C. 20231

TRADEMARK
REEL: 002528 FRAME: 0174

TRADEMARK ASSIGNMENT

WHEREAS, VNU Business Media, Inc. a Delaware corporation ("Assignor") adopted and owned the following trademarks (the "Marks"):

FROZEN FOOD AGE (Registration No. 1448456 – Principal Register)

FOOD LOGISTICS (Registration No. 2093862 – Supplemental Register); and

WHEREAS, Cygnus Business Media, Inc., a Delaware corporation ("Assignee") acquired from Assignor all right, title and interest in and to the Marks pursuant to that certain Asset Purchase Agreement between Assignor and Assignee dated as of the date set forth below (the "Asset Purchase Agreement");

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign, grant, transfer and otherwise convey to Assignee, its successors and assigns, effective as of the date below, all rights, title and interest in and to the Marks, including but not limited to all of Assignor's common law rights and registrations and applications for registration pertaining thereto, as well as all of the good will of the business associated therewith and including, without limitation, all rights acquired by Assignee pursuant to the Asset Purchase Agreement.

Dated as of May 14, 2002.

VNU BUSINESS MEDIA, INC.

By: Michael Marchesano
Michael Marchesano
President

