

U.S. Department of Commerce
Patent and Trademark Office

RECORDATION FORM COVER SHEET TRADEMARKS ONLY

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

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

Address: 9800 Metcalf
Overland Park, Kansas 66212

3. Nature of conveyance:

Assignment Merger
 Security Agreement Change of Name
 Other _____

Execution Date July 1, 2000

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) _____ B. Trademark Registration No.(s) 1,788,133 and 1,792,596

Additional numbers attached? Yes No

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

Baila H. Celedonia, Esq.
Cowan, Liebowitz & Latman, P.C.
1133 Avenue of the Americas
New York, NY 10036-6799

6. Total number of applications and registrations involved:
Two (2)

7. Total fee (37 CFR 3.41)..... \$65.00
 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.

Baila H. Celedonia Baila Celedonia 10/9/02
Name of Person Signing Signature Date

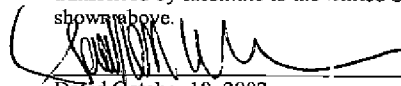
Total number of pages including cover sheet, attachments, and document: 3

Mail to: U.S. Patent and Trademark Office, Office of Public Records, Crystal Gateway 4, Room 335, Washington, DC 20231

LWG/BEM/17221/00/538899.1

CERTIFICATE OF FACSIMILE TRANSMISSION

The undersigned hereby certifies that the above-captioned correspondence is being transferred by facsimile to the United States Patent and Trademark Office on the date shown above.


Dated October 10, 2002

TRADEMARK ASSIGNMENT

WHEREAS, PRIMEDIA Information Inc., a Delaware corporation, with a place of business at 745 Fifth Avenue, New York, New York 10151 ("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, 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 ("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 July 1, 2000;

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 Information Inc.

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

SCHEDULE A

<u>Trademark</u>	<u>Registration No./ Serial No.</u>
"The Last Bid and Design"	1,792,596
"Kwik Reference"	1,425,718
"Fast Break"	1,788,133
"The Last Bid & Design"	U.K. Reg. #: 1,579,678
"International Equipment Exchange"	1,132,173

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