

FORM PTO-1618A



ET

U.S. DEPARTMENT OF COMMERCE

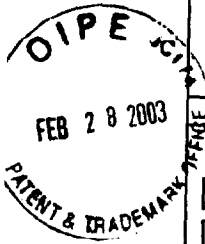
(Rev. 6-99)

Patent and Trademark Office

To the Honorable Commiss.

102380982

ached original document or copy thereof.



1. Submission Type

2-28-03

- New
- Resubmission (Non-Recordation)
- Document ID # \_\_\_\_\_
- Correction of PTO Error
- Reel # \_\_\_\_\_ Frame # \_\_\_\_\_
- Corrective Document
- Reel # \_\_\_\_\_ Frame # \_\_\_\_\_

2. Name of Conveying Party(ies):

Primedia Business Magazines and Media Inc.

- Individual(s)
- Association
- General Partnership
- Limited Partnership
- Corporation-State Delaware
- Other: \_\_\_\_\_

3. Name and Address of Receiving Party(ies):

Name: Billian Publishing, Inc.

Street Address: 2100 Powers Ferry Road, Ste. 300

City: Atlanta

State: Georgia Zip: 30339

- Individual(s) citizenship \_\_\_\_\_
- Association \_\_\_\_\_
- General Partnership \_\_\_\_\_
- Limited Partnership \_\_\_\_\_
- Corporation-State Georgia
- Other \_\_\_\_\_

Additional Name(s) of conveying attached?  Yes  No

4. Nature of conveyance:

- Assignment
- Merger
- Security Agreement
- Change of Name
- Other: \_\_\_\_\_

Effective Date: NOVEMBER 14, 2001

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

A. Trademark Applicant No.(s)

B. Trademark Registration No.(s)

1,880,623

Additional Sheet attached?  Yes  No

6 Name and address of party to whom correspondence concerning this matter should be mailed:

**CUSTOMER NUMBER 00136**  
**JACOBSON HOLMAN**  
 400 7th Street, N.W.  
 Washington, DC 20004  
 Tel. 202-638-6666

Attorney Docket No. 9501/T-33805USO

7. Number of applications and registrations involved:

8. Total fee (37 CFR 3.41)..... \$ 40

- Enclosed
- Any deficiencies in enclosed fees are authorized to be charged to account 06-1358

10. 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.

Simor L. Moskowitz

Name of Person Signing

Signature

February 28, 2003

Date

Total number of pages excluding cover sheet:

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**BOX: TRADEMARKS/NO FEE**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Registrant : Billian Publishing, Inc. :  
Reg. No. : 1,880,623 : Trademark Operations  
Issued : February 28, 1995 :  
Mark : TEXTILE WORLD :

**POWER OF ATTORNEY**

Please recognize **SIMOR L. MOSKOWITZ, HARVEY B. JACOBSON, JR., JOHN CLARKE HOLMAN, MARVIN R. STERN, ALLEN S. MELSER, MICHAEL R. SLOBASKY, MARSHA G. GENTNER, JONATHAN L. SCHERER, IRWIN M. AISENBERG, GEORGE W. LEWIS, WILLIAM E. PLAYER, YOON S. HAM and NATHANIEL A. HUMPHRIES**, as the attorneys representing the above-identified Registrant in all matters associated with the above-identified registration. Registrant hereby revokes all previous powers of attorney granted in connection with this registration. Please address all correspondence to CUSTOMER NO. 00136 or the law firm of JACOBSON HOLMAN PLLC, The Jenifer Building, 400 Seventh Street, N.W., Washington, D.C. 20004-2201.

**BILLIAN PUBLISHING, INC.**

By: Bradley R Meier  
Name: BRADLEY R MEIER  
Title: EXECUTIVE VICE PRESIDENT

Date: FEBRUARY 27, 2003  
Atty. Dkt. No. T-

**TRADEMARK  
REEL: 002683 FRAME: 0710**

**ASSIGNMENT OF TRADEMARKS**

WHEREAS, **PRIMEDIA BUSINESS MAGAZINES AND MEDIA INC.**, a Delaware corporation, f/k/a **INTERTEC PUBLISHING CORPORATION** ("Assignor") has adopted and used, and is the owner of, the trademarks consisting of the words "Textile World" and "Textile Maintenance & Engineering (the "Marks"); and

WHEREAS, registration of trademark "Textile World" was issued to **MACLEAN HUNTER, INC.**, a Delaware corporation, and subsequently transferred to the Assignor, by the United States Patent and Trademark Office on February 28, 1995 (Reg. No. 1880623); and

WHEREAS, registration of the trademark "Textile Maintenance & Engineering" was issued to the Assignor by the United States Patent and Trademark Office on November 28, 2000 (Reg. No. 2409659); and

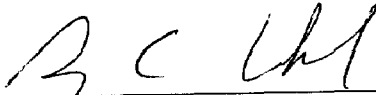
WHEREAS, **BILLIAN PUBLISHING, INC.**, a Georgia corporation ("Assignee"), with offices located at 2100 Powers Ferry Road, Suite 300, Atlanta, Georgia 30339 desires to acquire the Marks and all of the goodwill associated therewith;

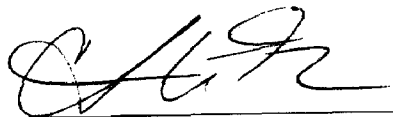
NOW, THEREFORE, for Ten Dollars (\$10.00) in hand paid, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Assignor does hereby sell, assign and transfer unto the Assignee its entire right, title and interest in and to the Mark and registration thereof, together with the goodwill connected with the use of and symbolized by the Mark.

IN WITNESS WHEREOF, the undersigned has executed this Assignment as of the 14<sup>th</sup> day of November, 2001.

**PRIMEDIA BUSINESS  
MAGAZINES AND MEDIA INC.**

ATTEST:

  
\_\_\_\_\_  
Its Secretary

By:   
\_\_\_\_\_  
Name:  
Title: **Christopher A. Fraser  
Vice President**

(CORPORATE SEAL)

(#119835)