

EXECUTION COPY

TRADEMARK ASSIGNMENT

TRADEMARK ASSIGNMENT, made as of December 22, 1999, between **International Equipment Exchange, Ltd.**, a Georgia corporation ("Assignor"), and **PRIMEDIA Information, Inc.**, a Delaware corporation ("Assignee").

WHEREAS, Assignor, with offices at 210 East Main Street, Walhalla, South Carolina 29691, has adopted, used, is using and is the owner of trademarks, service marks, trade names and trade dress listed on Schedule A attached hereto (collectively, the "Marks") and is the owner of the registrations and pending applications, if any, listed on Schedule A;

WHEREAS, Assignee, with offices at 10 Lake Drive, Hightstown, New Jersey 08520, desires to acquire the Marks and the registrations and applications thereof; and

WHEREAS, Assignor and Assignee have executed and delivered an Asset Purchase Agreement, dated as of even date herewith (the "Agreement"), pursuant to which Assignee is acquiring from the Assignor the assets related to the Business;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee, its successors and assigns, absolutely and forever, its entire right, title and interest, whether statutory or at common law, in and to these Marks throughout the world, together with the goodwill of the business symbolized by them, and all registrations and pending applications therefor, including but not limited to 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.

Assignor agrees to execute any further papers and to do such other acts (without the expenditure of funds) as may be necessary and proper to vest full title in and to the Marks in the Assignee.

IN WITNESS WHEREOF, the Assignor has executed this Trademark Assignment Agreement as of the date first written above.

INTERNATIONAL EQUIPMENT EXCHANGE, LTD.


By: _____
Name:
Title:

PRIMEDIA INFORMATION, INC.

By: *Ann M. Ripstein*
Name: ANN M. RIPOSTINI
Title: VICE PRESIDENT

IN WITNESS WHEREOF, the Assignor has executed this Trademark Assignment Agreement as of the date first written above.

INTERNATIONAL EQUIPMENT EXCHANGE, LTD.

By: 
Name: John C. Ives, Sr.
Title: Secretary & Treasurer

PRIMEDIA INFORMATION, INC.

By: _____
Name:
Title:

STATE OF South Carolina
COUNTY OF Oconee)
SS.:

On the 22nd day of December 1999, before me personally came John C. Ivester, Jr., to me known, who being by me duly sworn, did depose and say that he is Sec. of International Equipment Exchange, Ltd., the corporation described in and which executed the foregoing instrument, and that he had the authority to sign his name hereto on behalf of the corporation.

Dorlene B. Mize
Notary Public

My Commission Expires: 10-31-01

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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