

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Media Central IP Corp.		10/06/2003	CORPORATION: DELAWARE

RECEIVING PARTY DATA	
Name:	PBI Media, LLC
Street Address:	1201 Seven Locks Road
City:	Potomac
State/Country:	MARYLAND
Postal Code:	20854
Entity Type:	LTD LIAB JT ST CO: DELAWARE

PROPERTY NUMBERS Total: 1		
Property Type	Number	Word Mark
Registration Number:	1558993	CABLE WORLD

CORRESPONDENCE DATA	
Fax Number:	(212)629-4013
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Email:	mostermann@goetzfitz.com
Correspondent Name:	Goetz Fitzpatrick LLP
Address Line 1:	One Penn P laza
Address Line 4:	New York, NEW YORK 10119

ATTORNEY DOCKET NUMBER:	62915/17158
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NAME OF SUBMITTER:	Jack L. Most, Esq.
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Total Attachments: 4 source=Cableworld p1#page1.tif source=Cableworld p2#page1.tif source=Cableworld p3#page1.tif source=Cableworld p4#page1.tif

OP \$40.00 1558993

TRADEMARK ASSIGNMENT

TRADEMARK ASSIGNMENT, made as of October 6, 2003, between PBI Media, LLC, a Delaware limited liability company, having an address at 1201 Seven Locks Road, Potomac, Maryland 20854 ("Assignee"), and Media Central IP Corp., a Delaware corporation, having a place of business at 745 Fifth Avenue, New York, NY 10151 ("Assignor").

WHEREAS, Assignor and Media Central LLC ("MC" and collectively, with Assignor, the "Sellers"), on the one hand, and Assignee, on the other hand, have entered into an Asset Purchase Agreement, on the date hereof (the "Purchase Agreement"), pursuant to which Sellers has agreed to sell and Assignee has agreed to purchase certain of the assets of Sellers, and Assignee has agreed to assume certain of the liabilities of Sellers, in each case relating to the Business (as defined in the Purchase Agreement);

WHEREAS, Assignor is the owner of the registered trademark relating to the Business listed and described on Exhibit A attached hereto (along with the goodwill associated with the foregoing collectively, the "Mark");

WHEREAS, Assignee desires to acquire Assignor's entire right, title and interest in and to the Mark; and

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign and transfer unto Assignee, its legal successors and permitted assigns all right, title and interest, whether statutory, registered or at common law, in and to the Mark, together with the goodwill symbolized by them, throughout the world, and any renewals or extensions thereof.

In the event of any conflict or inconsistency between the terms, provisions and conditions of this Trademark Assignment and the Purchase Agreement, the terms, provisions and conditions of the Purchase Agreement shall govern.

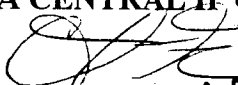
This instrument shall be governed by the laws of the State of New York (without regard to conflicts of laws principles).

Assignor agrees to execute any further papers and to do such other acts as may be necessary and proper to vest all right, title and interest in and to the Mark in Assignee.

[THE REMAINDER OF THIS PAGE IS INTENTIONALLY LEFT BLANK]

IN WITNESS WHEREOF, Assignor has caused these presents to be duly executed in a manner appropriate thereto this 6th day of October, 2003.

MEDIA CENTRAL IP CORP.

By: 
Name: Christopher A. Fraser
Title: Senior Vice President - Law

PBI MEDIA, LLC

By: _____
Name:
Title:

IN WITNESS WHEREOF, Assignor has caused these presents to be duly executed in a manner appropriate thereto this 6th day of October, 2003.

MEDIA CENTRAL IP CORP.

By: _____
Name:
Title:

PBI MEDIA, LLC

By: Lauren A. Dunn
Name: LAUREN A. DUNN
Title: Treasurer

EXHIBIT A

United States CABLE WORLD 73/774691 1/17/89 1558993 10/3/89 Registered

Rec. Owner: Media Central IP Corp.

16: MAGAZINE