

Commissioner of Patents & Trademarks **BOX ASSIGNMENTS** Washington, D.C. 20231

FORM PTO-1618A

RECORDATION FORM COVER SHEET

U.S. DEPARTMENT OF COMMERCE

(Rev. 6-99)

**TRADEMARKS ONLY**

Patent and Trademark Office

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

1. Submission Type

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

2. Name of Conveying Party(ies):

**VNU BUSINESS MEDIA, INC.**  
770 Broadway  
New York, NY 10003

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

Name: **GREENWAY COMMUNICATIONS LLC**  
Street Address: **30 Technology Parkway South, Suite 200**  
City: **NORCROSS**  
State: **GEORGIA** Zip: **30092**

- Individual(s) citizenship \_\_\_\_\_
- Association \_\_\_\_\_
- General \_\_\_\_\_
- Limited Partnership \_\_\_\_\_
- Corporation \_\_\_\_\_
- Other **Virginia Limited Liability Company**

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

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

Additional Name(s) of conveying attached?  Yes  No

4. Nature of conveyance:

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

Effective Date: **JUNE 10, 2003**

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

A. Trademark Applicant No.(s)

B. Trademark Registration No.(s)

**2,089,592**

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. **T-34564US0**

7. Number of applications and registrations involved: **1**

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

- Credit Card Payment Form enclosed
- Should this form become detached or the amount be insufficient, please charge our Deposit Account, No. **06-1358**

DO NOT USE THIS SPACE

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

*Simor Moskowitz*  
Signature

**February 19, 2004**  
Date

Total number of pages excluding cover sheet: **1**

## ASSIGNMENT OF TRADEMARK

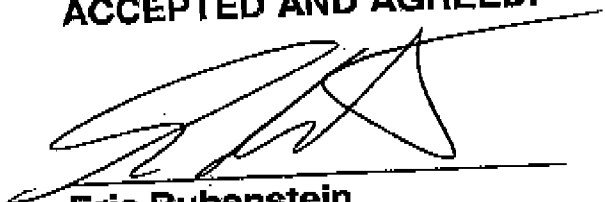
This agreement entered this 10<sup>th</sup> day of June 2003 between VNU Business Media, Inc. as successor-in-interest to BPI Communications, Inc., of 770 Broadway, New York, New York 10003, herein referred to as "Assignor", and Greenway Communications LLC of 30 Technology Parkway South, Suite 200, Atlanta, Georgia, herein referred to as "Assignee".

Assignor has adopted a mark registered in the United States Patent and Trademark Office, Registration No. 2,089,592, Serial No. 74-640759 dated August 19, 1997, and Assignee is desirous of acquiring such mark and the registration thereof.

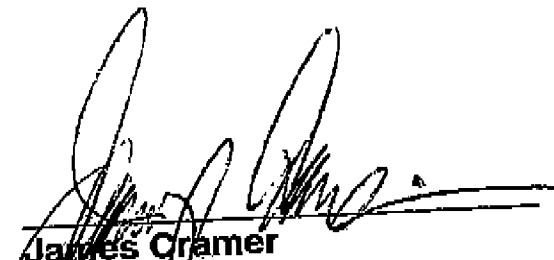
That for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign to Assignee all of Assignor's rights, title and interest in and to said mark, all of Assignor's goodwill of the business symbolized by said mark, along with Assignor's rights in the registration thereof, the number of which is contained herein.

Additionally, the parties confirm that the July 1, 1995 partnership agreement between BPI Communications, Inc. and Greenway Communications LLC was dissolved on August 31, 2000.

**ACCEPTED AND AGREED:**



**Eric Rubenstein**  
**Assistant Corporate Secretary**  
**VNU Business Media, Inc.**  
Date:



**James Cramer**  
**Chairman/CEO**  
**Greenway Communications, LLC**  
Date: