

**TRADEMARK ASSIGNMENT**

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
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<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
H R Industries, Inc.		03/15/2004	CORPORATION: CALIFORNIA

<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	VNU Business Media, Inc.
<b>Street Address:</b>	770 Broadway
<b>Internal Address:</b>	8th Floor
<b>City:</b>	New York
<b>State/Country:</b>	NEW YORK
<b>Postal Code:</b>	10003-9595
<b>Entity Type:</b>	CORPORATION: DELAWARE

<b>PROPERTY NUMBERS Total: 1</b>		
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>
Serial Number:	78383515	

<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(203)327-1096
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
<b>Phone:</b>	203-324-6155
<b>Email:</b>	dd@ssjr.com
<b>Correspondent Name:</b>	Gene S. Winter
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<b>ATTORNEY DOCKET NUMBER:</b>	03670-T0014A
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<b>NAME OF SUBMITTER:</b>	Danielle Dominici
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<b>Total Attachments: 1</b>	source=Assignment to VNU Business Media, Inc#page1.tif
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OP \$40.00 78383515

**Assignment**

**WHEREAS**, H R Industries, Inc., a California corporation, having offices at 5055 Wilshire Blvd., Los Angeles, CA, 90036-4396; (hereinafter referred to as ASSIGNOR) had applied for the trademark CONTENT & CONTACT, Serial No. 78/383,515, filed March 12, 2004;.

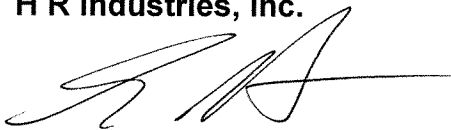
**WHEREAS**, VNU Business Media, Inc., a corporation of the State of Delaware, having offices at 770 Broadway, 8th Floor, New York, NY 10003-9595 (hereinafter ASSIGNEE) is desirous of acquiring all rights, title and interest in and to said trademark as set forth hereinabove;

**NOW, THEREFORE**, for good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR does hereby assign, grant, transfer and otherwise convey to ASSIGNEE, its successors and assigns, its entire right, title and interest in and to said trademark CONTENT & CONTACT, Application No. 78/383,515 filed March 12, 2004, including but not limited to all of ASSIGNOR's common law rights and registrations pertaining thereto, as well as all of the good will of the business symbolized by said trademark, and the right to sue for past infringements thereof.

**H R Industries, Inc.**

Dated this 15 day of MARCH, 2004

By



Eric M. Rubenstein, Esq.  
Its Assistant Secretary