

11/19/03

11-24-2003



FORM PTO-1594

NOV 19 2003

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102607967

U.S. DEPARTMENT OF COMMERCE

Patent and Trademark Office

1-31-92

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

1. Name of conveying Party:

Simba Information, Inc.

- Individual(s)
  - General Partnership
  - Corporation **Connecticut**
  - Other \_\_\_\_\_
- Additional name(s) of conveying party(ies) attached?  
 Yes  No

2. Name and Address of receiving Party:

Name: **R. R. Bowker, LLC**

Internal Address:

Address: **630 Central Avenue  
New Providence, New Jersey 07974**

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

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

3. Nature of conveyance:

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

Execution Date: **September 12, 2003**

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2,209,952    2,191,721

Additional sheet attached?  Yes  No

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

**Jacobson Holman PLLC**  
400 7th Street, N.W.  
Washington, DC 20004  
Tel. 202-638-6666

Attorney Docket No. **12775/T34386US0/T34387US0**

6. Total number of applications and registrations involved: **2**

7. Total fee (37 CFR 3.41)..... \$ **80.00**

- Enclosed
- Authorized to be charged to deposit account

8. Deposit Account No.: **06-1358**

(Attach duplicate copy of this page if paying by deposit account):

DO NOT USE THIS SPACE

9. 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.

Marvin R. Stern  
Name of Person Signing

Signature

11-19-03  
Date

Total number of pages including cover sheet, attachments, and document: **7**

11/21/2003 JPH&S 341-862 LWOELLER 00000139 2209952

01 FC:8521  
02 FC:8522

40.00 DP  
25.00 DP

Refund Ref: 11/21/2003 LWOELLER 0000132400  
CHECK Refund Total: \$15.00

## TRADEMARK ASSIGNMENT

**TRADEMARK ASSIGNMENT**, made as of September 12, 2003, between R.R. Bowker, LLC, a Delaware limited liability company, having an address at 630 Central Avenue, New Providence, New Jersey 07974 ("Assignee"), and Simba Information, Inc. (formerly known as Cowles/Simba Information, Inc.), a Connecticut corporation, having its place of business at 745 Fifth Avenue, New York, NY 10151 ("Assignor").

**WHEREAS**, Assignor and Media Central LLC, 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 Assignor has agreed to sell and Assignee has agreed to purchase certain of the assets of Assignor, and Assignee has agreed to assume certain of the liabilities of Assignor, in each case relating to the Business (as defined in the Purchase Agreement);

**WHEREAS**, Assignor is the owner of certain trademarks relating to the Business, including, but not limited to the registered trademarks listed and described on Exhibit A attached hereto (along with the goodwill associated with each of the foregoing collectively, the "Marks");

**WHEREAS**, Assignee desires to acquire Assignor's entire right, title and interest in and to the Marks; 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 Marks, together with the goodwill symbolized by them, throughout the world, and any renewals or extensions thereof, and 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.


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 Marks in Assignee.

**IN WITNESS WHEREOF**, Assignor has caused these presents to be duly executed in a manner appropriate thereto this 12th day of September, 2003.

**SIMBA INFORMATION, INC.**  
**(formerly known as Cowles/Simba Information, Inc.)**

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

**R.R. BOWKER LLC**

By: \_\_\_\_\_  
Name:  
Title:

**IN WITNESS WHEREOF**, Assignor has caused these presents to be duly executed in a manner appropriate thereto this 12th day of September, 2003.

**SIMBA INFORMATION, INC.**  
**(formerly known as Cowles/Simba Information, Inc.)**

By: \_\_\_\_\_  
Name:  
Title:

**R.R. BOWKER LLC**

By: Michael Cairns  
Name: *Michael Cairns*  
Title: *President*

**EXHIBIT A**

Please see attached and below:

All trademarks, service marks, trade names, trade dress, registrations, pending applications and related rights and interests required to be transferred to Assignee pursuant to the terms of the Purchase Agreement.

California  
2/1/94

INTERACTIVE TELEVISION REPORT &  
Registered  
DESIGN

98637

*Rec. Owner:* COWLES/SIMBA INFORMATION, INC.

16: INDUSTRY NEWSLETTER

United States  
12/15/98

LION DESIGN  
Registered

75/057176

2/13/96

2209952

*Rec. Owner:* COWLES/SIMBA INFORMATION, INC.

16: NEWSLETTERS, PRINTED REPORTS AND BOOKS, ALL IN THE FIELDS OF PUBLISHING, INTERACTIVE TELEVISION, COMPUTERS, SOFTWARE, MULTIMEDIA, INTELLECTUAL PROPERTY LAW, ENTERTAINMENT, ELECTRONIC MARKETING, EDUCATION, ADVERTISING  
TELECOMMUNICATIONS AND THE NEWSPAPER INDUSTRY

35: CONDUCTING AND ARRANGING TRADE SHOWS IN THE FIELDS OF PUBLISHING, INTERACTIVE TELEVISION, COMPUTERS, SOFTWARE, MULTI-MEDIA, INTELLECTUAL PROPERTY LAW, ENTERTAINMENT, ELECTRONIC MARKETING, EDUCATION, ADVERTISING, TELECOMMUNICATIONS  
AND THE NEWSPAPER INDUSTRY; PROVIDING BUSINESS INFORMATION IN THE FIELDS OF PUBLISHING, INTERACTIVE TELEVISION, COMPUTER SOFTWARE, MULTIMEDIA, INTELLECTUAL PROPERTY LAW, ENTERTAINMENT, ELECTRONIC MARKETING, EDUCATION, ADVERTISING, TELECOMMUNICATIONS AND THE NEWSPAPER INDUSTRY; ON-LINE DIRECTORIES

41: CONDUCTING AND ARRANGING EDUCATIONAL WORKSHOPS, SEMINARS, AND CONFERENCES IN THE FIELDS OF PUBLISHING, INTERACTIVE TELEVISION, COMPUTERS, SOFTWARE, MULTIMEDIA, INTELLECTUAL PROPERTY LAW, ENTERTAINMENT, ELECTRONIC MARKETING, EDUCATION, ADVERTISING, TELECOMMUNICATIONS AND THE NEWSPAPER INDUSTRY

42: COMPUTER SERVICES, NAMELY, PROVIDING ON-LINE DATABASES, NEWSLETTERS, REPORTS, AND BOOKS IN THE FIELDS OF PUBLISHING, INTERACTIVE TELEVISION, COMPUTERS, SOFTWARE, MULTIMEDIA, INTELLECTUAL PROPERTY LAW, ENTERTAINMENT, ELECTRONIC MARKETING, EDUCATION, ADVERTISING, TELECOMMUNICATIONS AND THE NEWSPAPER INDUSTRY

United States  
9/29/98

SIMBA  
Registered

75/057265

2/13/96

2191721

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INDUSTRY; PROVIDING BUSINESS INFORMATION IN THE FIELDS OF PUBLISHING, INTERACTIVE TELEVISION, COMPUTER SOFTWARE, MULTIMEDIA, INTELLECTUAL PROPERTY LAW, ENTERTAINMENT, ELECTRONIC MARKETING, EDUCATION, ADVERTISING, TELECOMMUNICATIONS AND THE NEWSPAPER INDUSTRY ON-LINE DIRECTORIES

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<b>United States</b> 6/8/99	COWLES/SIMBA MEDIA 100 REGISTERED	75/378977	10/24/97	2251043
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*Rec. Owner:* COWLES/SIMBA INFORMATION, INC.

36: STOCK INDEX EXCHANGE SERVICES