

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<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>
Standard Media International		10/31/2001	CORPORATION: DELAWARE

<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	International Data Group, Inc.
<b>Street Address:</b>	5 Speen Street
<b>City:</b>	Framingham
<b>State/Country:</b>	MASSACHUSETTS
<b>Postal Code:</b>	01701
<b>Entity Type:</b>	CORPORATION: MASSACHUSETTS

<b>PROPERTY NUMBERS Total: 1</b>		
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>
Serial Number:	75785584	BUSINESS INTELLIGENCE FOR THE INTERNET ECONOMY

<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(508)424-4807
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
<b>Phone:</b>	508-935-4686
<b>Email:</b>	trademark_docket@idg.com
<b>Correspondent Name:</b>	International Data Group, Inc.
<b>Address Line 1:</b>	5 Speen Street
<b>Address Line 4:</b>	Framingham, MASSACHUSETTS 01701

<b>ATTORNEY DOCKET NUMBER:</b>	IDG 99-0190
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<b>NAME OF SUBMITTER:</b>	Miriam R. Karlin
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<b>Total Attachments: 4</b> source=SMI ASSIGN P1#page1.tif source=SMI ASSIGN P2#page1.tif source=SMI ASSIGN P3#page1.tif source=SMI ASSIGN P4#page1.tif
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CH \$40.00 75785584

TRADEMARK ASSIGNMENT

WHEREAS, International Data Group, Inc., a Massachusetts corporation ("Assignee"), desires to acquire certain trademark(s), application(s), and any registration(s) resulting therefrom, pursuant to and in connection with its acquisition of certain of the assets of Standard Media International, a Delaware corporation ("Assignor"),

WHEREAS, Assignor desires to transfer to Assignee all of Assignor's right, title, and interest, if any, in and to certain trademark(s), application(s), and any registration(s) resulting therefrom,

NOW THEREFORE, pursuant to that certain Asset Purchase Agreement ("Purchase Agreement"), dated as of October 31, 2001 by and between Assignor and Assignee, and Order (as defined in the Purchase Agreement), and for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee, all of Assignor's right, title, and interest, if any, including any common law rights it might own, in the United States of America and throughout the world, in and to the trademark(s) and any registrations and applications for said mark(s) listed in attached Exhibit A, together with the goodwill of the business connected with the use of and symbolized by said trademark(s), and the right to sue and recover for past, present and future infringements thereof.

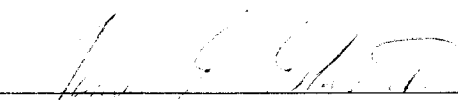
This Assignment is given pursuant to the provisions of the Purchase Agreement and Order, and is made subject to the terms and provisions of the Purchase Agreement and Order.

This Assignment is effective as of October 31, 2001.

STANDARD MEDIA INTERNATIONAL

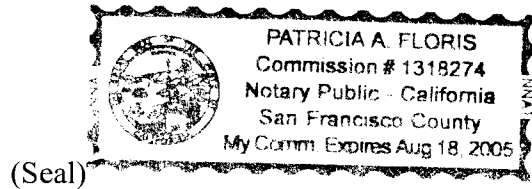
By:   
Christina Baxter, Finance Manager

INTERNATIONAL DATA GROUP, INC.

By:   
James G. Ghirardi, Vice President - Finance

COUNTRY OF U.S.A. )  
STATE OF CALIFORNIA ) SS.:  
COUNTY OF SAN FRANCISCO )

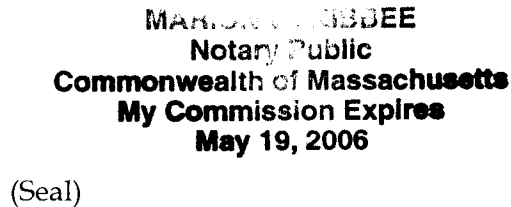
On this 31<sup>st</sup> day of October, 2001, before me personally appeared Christina Baxter, personally known to me or proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that she executed the same in her authorized capacity and that by her signature on the instrument, the person, or entity on behalf of which the person acted, executed the instrument.



*Patricia A. Floris*  
\_\_\_\_\_  
Notary Public *orig 4 of 20*

COUNTRY OF U.S.A. )  
THE COMMONWEALTH OF MASSACHUSETTS ) SS.:  
COUNTY OF SUFFOLK )

On this 31<sup>st</sup> day of October, 2001, before me personally appeared James G. Ghirardi, personally known to me or proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity and that by his signature on the instrument, the person, or entity on behalf of which the person acted, executed the instrument.



*Marion W. Kellogg*  
\_\_\_\_\_  
Notary Public

**Exhibit A**

**Marks**

Mark	Country	File Date	Serial Number	Status
Barefoot Billionaire	U.S.	10/21/99	75/810449	Abandoned
Brand Demander	U.S.	10/23/98	75/574722	Abandoned
Build From the Standard	European Community Trademark	08/10/00	1803139	Pending
Build From the Standard	Norway	08/15/00	200009439	Abandoned
Build From the Standard	Switzerland	08/17/00	09807/2000	Pending
Build From the Standard	U.S.	03/21/00	78/000300	Pending
Business Intelligence for the Internet Economy	European Community Trademark	02/05/00	1493766	Abandoned
Business Intelligence for the Internet Economy	U.S.	09/23/99	75/785584	Pending
Business Standard	Japan	06/11/01	200152474	Pending
Business Standard	Norway	11/22/00	200014342	Pending
Business Standard (The)	European Community Trademark.	09/07/00	0844547	Pending
Deal Watch Daily	U.S.	01/31/01	78/045786	Pending
Global Internet Economic Forum	U.S.	05/28/99	75/700059	Rejected
Global Internet Policy Forum	U.S.	08/09/99	75/750410	Rejected
Global Internet Summit	Australia	03/03/00	825939	Pending
Global Internet Summit	European Community Trademark	03/06/00	1049482	Pending
Global Internet Summit	European Community Trademark	02/25/00	1528041	Pending
Global Internet Summit	U.S.	01/07/00	75/885439	Pending
Global Internet Summit Design	European Community Trademark	09/08/00	1850551	Pending
Global Internet Summit Design	U.S.	04/04/00	78/002518	Pending
Grok	U.S.	07/30/99	75/745188	Pending
Grok	U.S.	10/31/00	78/033119	Pending
Grok Shop	U.S.	07/30/99	75/745191	Abandoned
I DEALS Design	U.S.	04/04/00	78/002519	Pending
IB2B	Australia	03/08/00	832835	Rejected
IB2B	Canada	03/09/00	1049989	Pending
IB2B	European Community Trademark	03/08/00	1546092	Pending
IB2B	U.S.	01/07/00	75/891693	Abandoned