

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
Standard Media International		10/31/2001	CORPORATION: DELAWARE

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

PROPERTY NUMBERS Total: 2		
Property Type	Number	Word Mark
Registration Number:	2273713	THE INDUSTRY STANDARD
Registration Number:	2277030	WEB INDUSTRY WEEK

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

ATTORNEY DOCKET NUMBER:	SMI ASSIGNMENT
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NAME OF SUBMITTER:	Miriam R. Karlin
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Total Attachments: 5
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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.

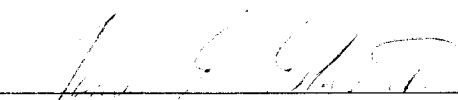
This Assignment is given pursuant to the provisions of the Purchase Agreement and Order, and is made subject to the terms and provisions of the Purchase Agreement and Order.

This Assignment is effective as of October 31, 2001.

STANDARD MEDIA INTERNATIONAL

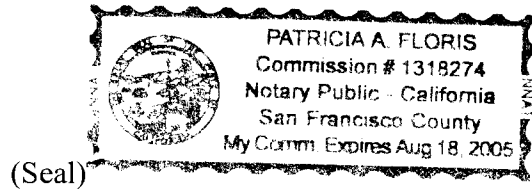
By: 
Christina Baxter, Finance Manager

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 31st 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.

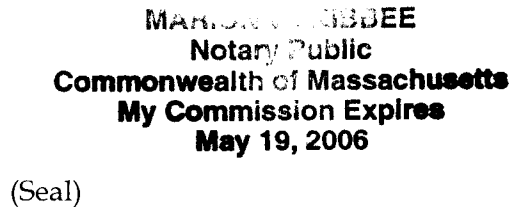


Patricia A. Floris

Notary Public *orig 4 of 20*

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

On this 31st 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. Kelcey

Notary Public

Exhibit A

Marks

Mark	Country	File Date	Serial Number	Status
IB2B Internet Business to Business	U.S.	05/28/99	75/700058	Abandoned
IDEALS.COM	U.S.	08/09/99	75/750412	Pending
Identity	U.S.	11/13/00	78/034918	Pending
Identity Brand Excellence in the Internet Economy	U.S.	11/13/00	78/034621	Pending
Industry Standard	Japan	??	110742701	Registered
Industry Standard (The)	Argentina	08/06/99	2233380	Pending
Industry Standard (The)	Argentina	08/06/99	2233377	Pending
Industry Standard (The)	Argentina	08/06/99	2233378	Pending
Industry Standard (The)	Argentina	08/06/99	2233379	Pending
Industry Standard (The)	Australia	08/09/99	802986	Pending
Industry Standard (The)	Brazil	08/19/99	821907816	Pending
Industry Standard (The)	Brazil	08/19/99	821907840	Pending
Industry Standard (The)	Brazil	08/19/99	821907859	Pending
Industry Standard (The)	Brazil	07/13/99	821808648	Pending
Industry Standard (The)	China	06/26/98	9800070705	Pending
Industry Standard (The)	China	06/26/98	9800070704	Registered
Industry Standard (The)	Czech Republic	08/12/99	145770	Rejected
Industry Standard (The)	European Community Trademark	08/02/99	1263425	Pending
Industry Standard (The)	Hungary	08/13/99	M9903841	Pending
Industry Standard (The)	India	09/14/99	876382	Pending
Industry Standard (The)	Japan	09/07/99	11-80806	Pending
Industry Standard (the)	South Korea	07/09/99	4519990001658	Rejected
Industry Standard (The)	Mexico	08/27/99	388914	Registered
Industry Standard (The)	Mexico	08/27/99	388915	Registered
Industry Standard (The)	Mexico	08/27/99	388916	Registered
Industry Standard (The)	New Zealand	08/10/99	314170	Rejected
Industry Standard (The)	New Zealand	08/10/99	314167	Rejected
Industry Standard (The)	New Zealand	08/10/99	314172	Rejected
Industry Standard (The)	New Zealand	08/10/99	314173	Rejected
Industry Standard (The)	New Zealand	08/10/99	314171	Rejected
Industry Standard (The)	New Zealand	05/01/01	636914	Pending
Industry Standard (The)	New Zealand	05/01/01	636915	Pending
Industry Standard (The)	New Zealand	05/01/01	636916	Pending
Industry Standard (The)	Norway	08/24/99	199908571	Pending
Industry Standard (The)	Singapore	08/25/99	T99/09242Z	Abandoned
Industry Standard (The)	Singapore	08/25/99	T99/09241A	Pending
Industry Standard (The)	Singapore	08/25/99	T99/09243H	Pending
Industry Standard (The)	Singapore	08/25/99	T99/09244F	Abandoned
Industry Standard (The)	Switzerland	08/17/99	07358/1999	Pending
Industry Standard (The)	Taiwan	08/13/99	88039779	Pending
Industry Standard (The)	Taiwan	08/13/99	88039779	Pending
Industry Standard (The)	Turkey	09/09/99	99914710	Rejected
Industry Standard (The)	U.S.	12/30/97	75/412269	Registered
Industry Standard (The)	Venezuela	09/13/99	1528299	Registered

Mark	Country	File Date	Serial Number	Status
Standard (The)	Canada	01/04/00	1041410	Pending
Standard (The)	European Community Trademark	12/22/99	1436278	Pending
Standard (The)	Japan	??	11074272	Registered
Standard (The)	Switzerland	04/04/00	04045/2000	Pending
Standard (The)	Turkey	04/17/00	2000/006953	Rejected
Standard (The)	U.S.	11/23/99	75/840241	Pending
Standard (The)	U.S.	11/23/99	75/980758	Pending
Standard 100	U.S.	02/09/01	78/047467	Pending
Standard 100 (The)	European Community Trademark	05/30/01	2239812	Pending
Standard 100 (The)	Japan	06/04/01	2001/50208	Pending
Standard 100 (The)	U.S.	08/09/99	75/750408	Pending
Standard 100 (The)	U.S.	12/05/00	76/176208	Pending
Standard 100 (The)	U.S.	02/09/01	78/047462	Pending
Standard - Intelligence for the Internet Economy (The)	European Community Trademark	02/14/00	1506351	Pending
Standard - Intelligence for the Internet Economy (The)	U.S.	02/11/00	75/930095	Pending
Standard Media	U.S.	02/25/00	75/945462	Pending
Standard U	U.S.	07/24/01	76/289413	Pending
StockGrok	U.S.	07/30/99	75/745190	Pending
TheStandard.com's CEO Executive Retreat	U.S.	05/28/99	75/700057	Abandoned
Web Industry	U.S.	03/21/97	75/262365	Abandoned
Web Industry News	U.S.	03/21/97	75/262363	Registered
Web Industry Week	U.S.	03/24/97	75/262905	Registered
Web World News	U.S.	03/21/97	75/262364	Abandoned

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TRADEMARK

RECORDED: 10/04/2004

REEL: 002950 FRAME: 0349