

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
Danin Publishing of Kalamazoo, Inc.		09/03/2004	CORPORATION: MICHIGAN

RECEIVING PARTY DATA

Name:	dmg world media (USA) inc.
Street Address:	180 Duncan Mill Road
Internal Address:	4th Floor
City:	Toronto
State/Country:	CANADA
Postal Code:	M3B 1Z6
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	2309175	THE AUCTION EXCHANGE

CORRESPONDENCE DATA

Fax Number: (212)309-6001
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 212-309-6176
 Email: trademarks@morganlewis.com
 Correspondent Name: Margaret Delacruz, Paralegal
 Address Line 1: 1111 Pennsylvania Ave., NW
 Address Line 2: Attn.: TMSU
 Address Line 4: Washington, DISTRICT OF COLUMBIA 20004

ATTORNEY DOCKET NUMBER:	66001-0039-2171
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DOMESTIC REPRESENTATIVE

Name: Matthew J. Scott
 Address Line 1: 1111 Pennsylvania Avenue, NW

CH \$40.00 2309175

Address Line 2: Attn.: TMSU

Address Line 4: Washington, DISTRICT OF COLUMBIA 20004

NAME OF SUBMITTER:

Margaret A. Delacruz

Total Attachments: 1

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UNITED STATES TRADE-MARK ASSIGNMENT

WHEREAS, Danin Publishing of Kalamazoo, Inc. ("Assignor"), is the owner in the United States of America of the trade-mark shown below (hereinafter referred to as the "Trade-mark"):

<u>Trade-mark</u>	<u>Registration No.</u>
THE AUCTION EXCHANGE & Design	2,309,175

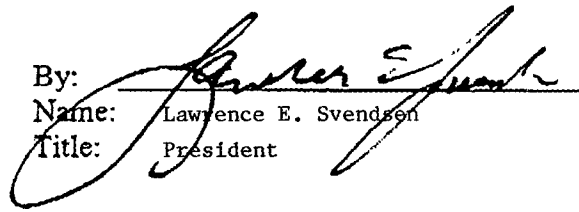
AND WHEREAS, dmg world media (USA) inc. ("Assignee"), the full post office address of whose principal office or place of business is 180 Duncan Mill Road, 4th Floor, Toronto, Ontario, Canada M3B 1Z6, wishes to acquire all right, title and interest in and to the Trade-mark in the United States of America, and the Assignor wishes to transfer such right, title and interest to the Assignee;

NOW THEREFORE, in consideration of the sum of one dollar (\$1.00) and other good and valuable consideration to the Assignor paid, the receipt and sufficiency of which is hereby acknowledged, the Assignor assigns to the Assignee, its successors and assigns, all of its right, title and interest in and to the Trade-mark in the United States of America, including all rights in the United States trade-mark registration identified above.

The Assignor hereby undertakes at any time upon reasonable request to sign such documents and do such things as may be necessary and proper to enable the Assignee to maintain trade-mark protection in the United States of America for the Trade-mark, all without further consideration but at the sole expense of the Assignee.

EXECUTED at Detroit, Michigan this 3rd day of September 2004.

Danin Publishing of Kalamazoo, Inc.

By: 

Name: Lawrence E. Svendsen
 Title: President