

TRADEMARK ASSIGNMENT

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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
Elsevier Properties, S.A. Formerly Known as Elsevier S.A.	Elsevier S.A.	01/23/2001	Switzerland Corporation: SWITZERLAND

RECEIVING PARTY DATA

Name:	Business News Publishing Company II
Street Address:	755 West Big Beaver Road
City:	Troy
State/Country:	MICHIGAN
Postal Code:	48084
Entity Type:	Michigan Limited Liability Company: MICHIGAN

PROPERTY NUMBERS Total: 6

Property Type	Number	Word Mark
Registration Number:	1427995	DAIRY FOODS
Registration Number:	1229027	FOOD DEVELOPMENT
Registration Number:	1474944	FOOD PLANT IDEAS
Registration Number:	1278914	PREPARED FOODS
Registration Number:	2262201	ALIMENTOS PROCESADOS
Registration Number:	1289551	ALIMENTOS PROCESADOS

CORRESPONDENCE DATA

Fax Number: (248)203-0763
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Email: ipmail@dykema.com
 Correspondent Name: Charles R. Rutherford
 Address Line 1: 39577 Woodward Avenue
 Address Line 2: Suite 300
 Address Line 4: Bloomfield Hills, MICHIGAN 48304

ATTORNEY DOCKET NUMBER:	65300-0140
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CH \$165.00 1427995

NAME OF SUBMITTER:

Connie McLean

Total Attachments: 5

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TRADEMARK ASSIGNMENT

WHEREAS, ELSEVIER PROPERTIES, S.A. (formerly known as Elsevier S.A.), a corporation formed under the laws of Switzerland, (hereinafter, "Assignor"), is or may be the owner of trademarks, and the applications and registrations therefor, (if any) specifically set forth on the attached Schedule A (collectively the "Trademarks"); and

WHEREAS, BUSINESS NEWS PUBLISHING COMPANY II, L.L.C. (hereinafter, "Assignee"), a Michigan limited liability company, having a principal business address at P.O. Box 2600, Troy, Michigan 48007, desires to acquire the entire right, title and interest, in and to said Trademarks.

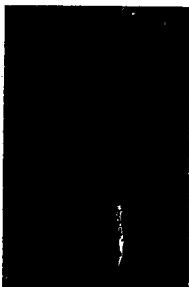
NOW, THEREFORE, effective immediately by this document (the "Assignment"), and for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, and pursuant to the Asset Purchase Agreement, dated as of December 27, 2000, by and between Reed Elsevier Inc. ("REI"), a Massachusetts corporation, Cahners Business Information, a division of REI ("Cahners" and together with REI, the "Sellers") and the Assignee, Assignor does hereby sell, assign transfer, and set over to Assignee, for its own use and enjoyment and for the use and enjoyment of its successors, assigns, and other legal representatives as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment had not been made, Assignor's entire right, title and interest in the United States, all foreign countries and jurisdictions, and throughout the universe, in the Trademarks and any renewals thereof, together with the good will symbolized by and associated with the business conducted under said Trademarks, and all income, royalties, damages, and payments now or hereafter due or payable in respect thereto, and in and to all causes of action (either in law or in

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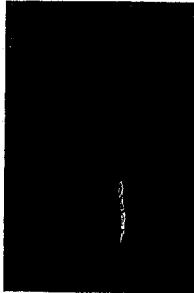


equity) and the right to sue, counterclaim and recover for past, present, and/or future infringement, damages, or other unauthorized use of the rights assigned to Assignee under this Assignment.

Assignor authorizes and requests the U.S. Patent and Trademark Office, or any foreign equivalent thereto, to record Assignee as owner of the Trademarks as assignee of the entire title and interest in, to and under the same, for the sole use and enjoyment of Assignee, its successors, assigns or other legal representatives.

Assignor hereby agrees to execute (and/or to have promptly executed by its predecessors, if any) any and all papers, and to perform such other proper acts, as may be reasonably necessary to secure to Assignee, or to its successors or assigns, the rights hereby transferred; provided, however, that the provision of the foregoing cooperation and assistance by Assignor shall be at the sole expense of Assignee.

This Assignment may be executed in counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument.



WHEREFORE, Assignor and Assignee have caused this Assignment to be duly executed below, on the dates indicated by their duly authorized officers.

ELSEVIER PROPERTIES, S.A.
("Assignor")

BUSINESS NEWS PUBLISHING
COMPANY II, L.L.C.
("Assignee")

By: *C. B. ALBERTI*

Print Name: *C. B. ALBERTI*

Title: *CHAIRMAN BOARD*

Date: _____

By: _____

Print Name:

Title:

Date: _____



WHEREFORE, Assignor and Assignee have caused this Assignment to be duly executed below, on the dates indicated by their duly authorized officers.

ELSEVIER PROPERTIES, S.A.
("Assignor")

BUSINESS NEWS PUBLISHING
COMPANY II, L.L.C.
("Assignee")

By: _____

Print Name:

Title:

Date: _____

By: 

Print Name: J. E. Anderson

Title: Pres./manager

Date: 1/23/01

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SCHEDULE A

Trademark Schedule

Elsevier Properties S.A.

DAIRY FOODS	USA	73/572843 (12/11/85)	1427995 (2/3/87)	Elsevier Properties S.A.	Registered
FOOD DEVELOPMENT	USA	73/369441 (6/14/82)	1229027 (3/1/83)	Elsevier Properties S.A.	Registered
FOOD PLANT IDEAS	USA	73/654120 (4/9/87)	1474944 (2/2/88)	Elsevier Properties S.A.	Registered
PREPARED FOODS	USA	73/410764 (1/24/83)	1278914 (5/22/84)	Elsevier Properties S.A.	Registered
ALIMENTOS PROCESADOS	USA	75/369685 (10/7/97)	2262201 (7/20/99)	Elsevier Properties S.A.	Registered
ALIMENTOS PROCESADOS	USA	73/438620 (8/10/83)	1289551 (8/7/84)	Elsevier Properties S.A.	Registered
ALIMENTOS PROCESADOS	Brazil	820286818 (2/17/98)	N/A	Elsevier Properties S.A.	Pending application
ALIMENTOS PROCESADOS	Venezuela	13005-99	N/A	Elsevier Properties S.A.	Pending application

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