

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Adams Media, Inc.		09/01/2004	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Bev-AI Communications, Inc.
Street Address:	420 S Palm Canyon Drive
City:	Palm Springs
State/Country:	CALIFORNIA
Postal Code:	92262
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 8

Property Type	Number	Word Mark
Registration Number:	2329146	BEVERAGE DYNAMICS
Registration Number:	2214696	CHEERS
Registration Number:	2217392	STATEWAYS
Registration Number:	2238895	HANDBOOK ADVANCE
Registration Number:	2255163	LIQUOR HANDBOOK
Registration Number:	2256741	WINE HANDBOOK
Registration Number:	2255166	BEER HANDBOOK
Registration Number:	2280689	WINE & SPIRITS INDUSTRY MARKETING

CORRESPONDENCE DATA

Fax Number: (312)616-5700
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 312-616-5652
 Email: lsullivan@leydig.com
 Correspondent Name: Lynn Sullivan, Leydig Voit & Mayer, Ltd.
 Address Line 1: Two Prudential Plaza, 180 N. Stetson

CH \$215.00 2329146

Address Line 2: Suite 4900
Address Line 4: Chicago, ILLINOIS 60601-6780

NAME OF SUBMITTER:	Lynn A. Sullivan
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Signature:	/Lynn A. Sullivan/
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Date:	01/05/2005
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ASSIGNMENT OF TRADEMARKS

WHEREAS, Adams Media, Inc. (Assignor), a Delaware corporation, having its principal offices at 1180 Avenue of the Americas, New York, New York 10036 has adopted, used, is using and is the owner of the following marks now registered in the United States Patent and Trademark Office:

<u>Mark</u>	<u>Registration. No.</u>	<u>Date of Registration</u>
BEVERAGE DYNAMICS	2,329,146	March 14, 2000
CHEERS	2,214,696	December 29, 1998
STATEWAYS	2,217,392	January 12, 1999
HANDBOOK ADVANCE	2,238,895	April 13, 1999
LIQUOR HANDBOOK	2,255,163	June 22, 1999
WINE HANDBOOK	2,256,741	June 29, 1999
BEER HANDBOOK	2,255,166	June 22, 1999
WINE & SPIRITS INDUSTRY MARKETING HANDBOOK	2,280,689	September 28, 1999

WHEREAS, Bev-Al Communications, Inc. (Assignee), a Delaware corporation, having its principal place of business at 420 S. Palm Canyon Drive, Palm Springs, California 92262 is desirous of acquiring said marks;

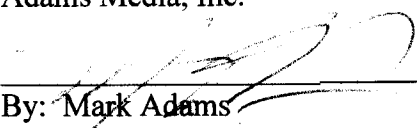
Now, therefore, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee, and its successors in interest, all right, title and interest in and to said marks, together with the goodwill of the business symbolized by said marks and registrations thereof, and including all common-law and other rights in said marks, all claims, demands and causes for action, both at law and in equity, that Assignor may have, or

may hereinafter acquire, on account of any infringement of said marks prior to the date hereof, and does hereby empower Assignee, and its successors in interest, to sue for and collect the same, to its and their own and absolute use.

IN WITNESS WHEREOF, the undersigned, being duly authorized and acting on behalf of Assignor, does hereby execute this assignment.

Date: Sept. 1, 2004

Adams Media, Inc.


By: Mark Adams
Title: President