



08-23-2004

Docket No. 22379.0000

8/18/04

TRADEMARK



SHEET

TO: The Commissioner of Patents and Trademarks

102819372

Original document(s) or copy(ies).

Submission Type

- New
- Resubmission (Non-Recordation)
Document ID # _____
- Correction of PTO Error
Reel # _____ Frame # _____
- Corrective Document
Reel # _____ Frame # _____

Conveyance Type

- Assignment
- Security Agreement
- Merger
- Change of Name
- Other _____
- License
- Nunc Pro Tunc Assignment
Effective Date
Month Day Year
06 23 2000

Conveying Party

Mark if additional names of conveying parties attached

Execution Date
Month Day Year
07/28/2004

Name Johnson Hill Press, Inc.

Formerly _____

- Individual
- General Partnership
- Limited Partnership
- Corporation
- Association
- Other _____
- Citizenship/State of Incorporation/Organization Delaware

Receiving Party

Mark if additional names of receiving parties attached

Name Cygnus Business Media, Inc.

DBA/AKA/TA _____

Composed of _____

Address (line 1) 1233 Janesville Avenue

Address (line 2) _____

Address (line 3) Fort Atkinson

City

Wisconsin

State/Country

53538

Zip Code

- Individual
 - General Partnership
 - Limited Partnership
 - Corporation
 - Association
 - Other _____
 - Citizenship/State of Incorporation/Organization Delaware
- If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

08/20/2004 6:01:11 00000035 191565 1843947
01 FC:8521 40.00 BA

FOR OFFICE USE ONLY

Mail documents to be recorded with required cover sheet(s) information to:
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name _____
Address (line 1) _____
Address (line 2) _____
Address (line 3) _____
Address (line 4) _____

Correspondent Name and Address

Area Code and Telephone Number 202.663.8000

Name Kathy J. McKnight
Address (line 1) ShawPittman LLP
Address (line 2) 2300 N. Street, NW
Address (line 3) Washington, D.C. 20037-1128
Address (line 4) _____

Pages

Enter the total number of pages of the attached conveyance document including any attachments. # 1

Trademark Application Number(s) or Registration Number(s)

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

Registration Number(s)

_____ | 1843947 _____

Number of Properties

Enter the total number of properties involved.

1

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

\$ 40

Method of Payment: Enclosed Deposit Account

Deposit Account
(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number: # 19-1565

Authorization to charge additional fees: Yes No

Statement and Signature

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Charges to deposit account are authorized, as indicated herein.

Kathy J. McKnight
Name of Person Signing

Kathy J. McKnight
Signature

8/18/04
Date Signed

ASSIGNMENT

WHEREAS, JOHNSON HILL PRESS, INC., a corporation of Delaware, having an address of 1233 Janesville Avenue, Fort Atkinson, Wisconsin 53538 (hereinafter "JOHNSON") adopted and used the trademark RENTAL PRODUCT NEWS for a magazine directed to businesses involved with equipment leasing and is the record owner of United States Federal Registration No. 1,843,947 of said mark.

WHEREAS, CYGNUS BUSINESS MEDIA, INC., a corporation of Delaware, having an address of 1233 Janesville Avenue, Fort Atkinson, Wisconsin 53538 (hereinafter "CYGNUS") has acquired all rights, title and interest in and to the mark RENTAL PRODUCT NEWS, the goodwill symbolized thereby, and United States Registration No. 1,843,947, and is desirous of making said acquisition of record.

NOW, THEREFORE, for and in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby mutually acknowledged, JOHNSON confirms that it has sold, assigned, transferred and conveyed and does hereby sell, assign, transfer and convey to CYGNUS all rights, title and interest in and to the mark RENTAL PRODUCT NEWS, the goodwill symbolized thereby and the United States Registration thereof, *nunc pro tunc* as of at least as early as June 23, 2000.

JOHNSON HILL PRESS, INC.

By: *Judy Heidebraht*

Title: *Vice President Human Resources*

STATE OF WISCONSIN)
 :
COUNTY OF JEFFERSON)

ss:-

Signed before me this 28 day of July, 2004.

Vicki Frohman
Notary Public

SEAL

My commission expires: 9-2-07