

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	04/05/2005

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
VNU Business Media, Inc.		04/05/2005	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	PRIMEDIA Business Magazines & Media, Inc.
Street Address:	9800 Metcalf
City:	Overland Park
State/Country:	KANSAS
Postal Code:	66212-2216
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 2

Property Type	Number	Word Mark
Registration Number:	2439706	AUTO INTERIORS
Registration Number:	2801641	AUTO INTERIORS

CORRESPONDENCE DATA

Fax Number: (212)745-0131
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 212-745-1889
 Email: samantha.favitta@primedia.com
 Correspondent Name: Robin Adelson
 Address Line 1: 745 Fifth Avenue
 Address Line 2: Corp. Legal
 Address Line 4: New York, NEW YORK 10151

NAME OF SUBMITTER:	Robin Adelson
Signature:	/Robin Adelson/

OP \$65.00 2439706

Date:

04/06/2005

Total Attachments: 3

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TRADEMARK ASSIGNMENT

TRADEMARK ASSIGNMENT, made as of April 5, 2005, between VNU Business Media, Inc., a Delaware corporation ("Assignor"), and PRIMEDIA Business Magazines and Media Inc., a Delaware corporation ("Assignee").

WHEREAS, Assignor, has adopted, used, is using and is the owner of trademarks, service marks and trade names listed on Schedule A attached hereto (collectively, the "Marks");

WHEREAS, Assignee desires to acquire any and all rights that Assignor may have in and to the Marks together with the goodwill of the business in connection with which Marks are used; and


WHEREAS, Assignor and Assignee have executed an Asset Purchase Agreement on the date hereof (the "Agreement"), pursuant to which Assignee is acquiring certain assets from the Assignor, including the Marks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee, its successors and assigns, absolutely and forever, its entire right, title and interest, whether statutory or at common law, in and to these Marks throughout the world, together with the goodwill of the business symbolized by them, including but not limited to all causes of action for any and all previously occurring infringements of the rights being assigned and the right to receive and retain the proceeds relating to those infringements.

Assignor agrees to execute any further papers and to do such other acts as may be necessary and proper to vest full rights, title and interest in and to the Marks in the Assignee.

IN WITNESS WHEREOF, the undersigned have executed this Asset Purchase Agreement as of the date first above written.

PRIMEDIA Business Magazines and Media, Inc.

By: 
Name: _____
Title: Christopher A. Fraser
Senior Vice President - Law

VNU Business Media, Inc.

By: _____
Name: _____
Title: _____

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WHEREAS, Assignor, has adopted, used, is using and is the owner of trademarks, service marks and trade names listed on Schedule A attached hereto (collectively, the "Marks");

WHEREAS, Assignee desires to acquire any and all rights that Assignor may have in and to the Marks together with the goodwill of the business in connection with which Marks are used; and

WHEREAS, Assignor and Assignee have executed an Asset Purchase Agreement on the date hereof (the "Agreement"), pursuant to which Assignee is acquiring certain assets from the Assignor, including the Marks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee, its successors and assigns, absolutely and forever, its entire right, title and interest, whether statutory or at common law, in and to these Marks throughout the world, together with the goodwill of the business symbolized by them, including but not limited to all causes of action for any and all previously occurring infringements of the rights being assigned and the right to receive and retain the proceeds relating to those infringements.

Assignor agrees to execute any further papers and to do such other acts as may be necessary and proper to vest full rights, title and interest in and to the Marks in the Assignee.

IN WITNESS WHEREOF, the undersigned have executed this Asset Purchase Agreement as of the date first above written.

PRIMEDIA Business Magazines and Media, Inc.

By: _____
Name:
Title:

VNU Business Media, Inc.

By: Howard Lander
Name: HOWARD LANDER
Title: COO

SCHEDULE A

Mark: AUTO INTERIORS

Owner: VNU BUSINESS MEDIA, INC.

Date of first use: 2002/06/01

Registration Number: 2,801,641

Registration Date: 2003/12/30

Goods and Services: 35 - ARRANGING AND CONDUCTING TRADE SHOW EXPOSITIONS IN THE FIELD OF PRODUCTS FOR VEHICLE INTERIORS

Mark: AUTO INTERIORS

Owner: VNU BUSINESS MEDIA, INC.

Date of first use: 2000/05/01

Registration Number: 2,439,706

Registration Date: 2001/03/27

Goods and Services: 16 - PERIODICALS, NAMELY A MONTHLY MAGAZINE IN THE FIELD OF VEHICLE INTERIORS