

Form PTO-1594 (Rev. 03/05)
OMB Collection 0651-0027 (exp. 6/30/2005)

U.S. DEPARTMENT OF COMMERCE
United States Patent and Trademark Office

RECORDATION FORM COVER SHEET TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies):

VNU BUSINESS MEDIA, INC.

- ☐ Individual(s) ☐ Association
☐ General Partnership ☐ Limited Partnership
☒ Corporation- State: DELAWARE
☐ Other _____

Citizenship (see guidelines) _____

Additional names of conveying parties attached? ☐ Yes ☐ No

3. Nature of conveyance)/Execution Date(s) :

Execution Date(s) 02/28/2005

- ☒ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☐ Other _____

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? ☐ Yes ☒ No

Name: EDGEHILL COMMUNICATIONS, INC.

Internal _____

Address: _____

Street Address: 4 MIDDLEBURY BOULEVARD

City: RANDOLPH

State: NEW JERSEY

Country: US Zip: 07869

- ☐ Association Citizenship _____
☐ General Partnership Citizenship _____
☐ Limited Partnership Citizenship _____
☒ Corporation Citizenship NEW JERSEY
☐ Other _____ Citizenship _____

If assignee is not domiciled in the United States, a domestic representative designation is attached: ☐ Yes ☒ No
(Designations must be a separate document from assignment)

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1680282

Additional sheet(s) attached? ☐ Yes ☒ No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):
BOBBIN

5. Name & address of party to whom correspondence concerning document should be mailed:

Name: MICHAEL A. CORNMAN

Internal Address: SCHWEITZER CORNMAN GROSS &
BONDELL LLP

Street Address: 292 MADISON AVENUE, 19TH FLOOR

City: NEW YORK

State: NEW YORK Zip: 10017

Phone Number: 646-424-0770

Fax Number: 646-424-0880

Email Address: mac@scgb-law.com

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$40.00

- ☐ Authorized to be charged by credit card
☒ Authorized to be charged to deposit account
☐ Enclosed

8. Payment Information:

a. Credit Card Last 4 Numbers _____
Expiration Date _____

b. Deposit Account Number 19-0748

Authorized User Name MICHAEL A. CORNMAN

9. Signature:

Signature

Date

MICHAEL A. CORNMAN

Name of Person Signing

Total number of pages including cover sheet, attachments, and document: 3

Documents to be recorded (including cover sheet) should be faxed to (703) 306-5995, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1460, Alexandria, VA 22313-1460

700162818

TRADEMARK
REEL: 003068 FRAME: 0512

CH \$40.00 190748 1680282

TRADEMARK ASSIGNMENT

This Trademark Assignment, dated as of February 28, 2005 (this "Assignment"), is from VNU Business Media, Inc., a Delaware corporation having a principal business address at 770 Broadway, New York, New York 10003 and [insert name and address of any other assignor] (collectively, "Assignor"), to Edgell Communications, Inc., a New Jersey corporation having a principal business address at 4 Middlebury Boulevard, Randolph, New Jersey 07869 ("Assignee").

WHEREAS, Assignor is the owner of all right, title and interest in and to the marks listed in Exhibit A (the "Marks"); and Assignor has agreed to transfer, sell and assign to Assignee all of Assignor's right, title and interest in and to the Marks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto agree as follows:

1. Assignment. Assignor does hereby assign, grant, transfer and otherwise convey to Assignee, its successors and assigns, all rights, title and interest in and to the Marks, including but not limited to all of Assignor's common law rights and registrations pertaining thereto, and all of the goodwill associated therewith, as well as all of the goodwill of the business symbolized by the Mark.
2. Rights and Privileges. All rights and privileges, including the right to sue for and receive all damages from past infringements of the Marks, will be held and enjoyed by Assignee and its successors, assigns and other legal representatives.
3. Further Assurances. Assignor agrees to execute and deliver at a future date any additional documents that Assignee reasonably determines are required to perfect Assignee's ownership of or title to the Marks.
4. Authorization. Assignors authorize and request any official throughout the United States and the world, whose duty is to register and record ownership in trademark registrations and applications for registration of trademarks, to record Assignee as the assignee and owner of any and all of Assignor's rights in the Marks.
5. Right to Convey. Assignor hereby covenants that it has full right to convey the entire interest herein assigned and that it has not executed, and will not execute, any agreement in conflict herewith.

IN WITNESS WHEREOF, Assignor has duly executed this Trademark Assignment as of the date first written above.

VNU BUSINESS MEDIA, INC.

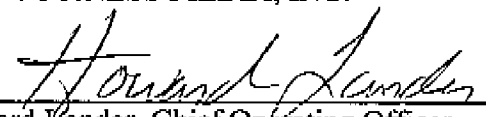
By: 
Howard Eander, Chief Operating Officer

Exhibit A to Trademark Assignment

Mark: BOBBIN

Owner: VNU BUSINESS MEDIA, INC.

Date of first use: 1961/04/01

Registration Number: 1,680,282

Registration Date: 1992/03/24

Status: Registered

Goods and Services:

• 16 - MANAGEMENT MAGAZINE FOR THE SEWN PRODUCTS
INDUSTRY