

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		SECURITY INTEREST	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Business Guides, Inc.		03/31/2005	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	General Electric Capital Corporation		
Street Address:	2325 Lakeview Parkway		
Internal Address:	Suite 700		
City:	Alpharetta		
State/Country:	GEORGIA		
Postal Code:	30004		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 39			
Property Type	Number	Word Mark	
Registration Number:	1739263	CHAIN RESTAURANT OPERATORS	
Registration Number:	2005872	CHAIN STORE GUIDE	
Registration Number:	625896	CHAIN STORE GUIDE	
Serial Number:	76095033	CHAIN STORE GUIDE RETAIL INTELLIGENCE GROUP	
Registration Number:	2634764	CLIENT 1 TECHNOLOGIES	
Registration Number:	1816353	CSG	
Registration Number:	2190083	DEPARTMENT STORES & MAIL ORDER FIRMS	
Registration Number:	2179729	DIRECTORY OF APPAREL SPECIALTY STORES	
Registration Number:	1499090	DIRECTORY OF AUTOMOTIVE AFTERMARKET SUPPLIERS	
Registration Number:	2146820	DIRECTORY OF CANADIAN RETAILERS & DISTRIBUTORS	
Registration Number:	1518568	DIRECTORY OF CE, PHOTOGRAPHY & MAJOR APPLIANCE RETAILERS & DISTRIBUTORS	
Registration Number:	1200030	DIRECTORY OF CHAIN RESTAURANT OPERATORS	
		DIRECTORY OF COMPUTER & CONSUMER ELECTRONICS	

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REEL: 003068 FRAME: 0875

TRADEMARK

Registration Number:	2390589	RETAILERS
Registration Number:	1531477	DIRECTORY OF COMPUTER & SOFTWARE STOREFRONT DEALERS
Registration Number:	2271377	DIRECTORY OF COMPUTER VARS & SYSTEMS INTEGRATORS
Registration Number:	1200032	DIRECTORY OF DEPARTMENT STORES
Registration Number:	2185183	DIRECTORY OF DEPARTMENT STORES & MAIL ORDER FIRMS
Registration Number:	1981796	DIRECTORY OF DISCOUNT & GENERAL MERCHANDISE STORES
Registration Number:	1512180	DIRECTORY OF FOOD SERVICE DISTRIBUTORS
Registration Number:	1508672	DIRECTORY OF HARDLINES DISTRIBUTORS
Registration Number:	1205050	DIRECTORY OF HOME CENTER OPERATORS & HARDWARE CHAINS
Registration Number:	2774860	DIRECTORY OF LEADING CHAIN STORES
Registration Number:	2291728	DIRECTORY OF MAIL ORDER FIRMS
Registration Number:	1521772	DIRECTORY OF MEN'S AND BOYS' WEAR SPECIALTY STORES
Registration Number:	1542083	DIRECTORY OF SINGLE-UNIT SUPERMARKET OPERATORS
Registration Number:	1500907	DIRECTORY OF VARS VALUE ADDED RESELLERS
Registration Number:	1832521	DIRECTORY OF WHOLESALE GROCERS
Registration Number:	2229693	DISCOUNT & GENERAL MERCHANDISE STORES
Registration Number:	2374126	DRUG STORE AND HBC CHAINS
Registration Number:	2241395	FOODSERVICE DISTRIBUTORS WHOLESALE GROCERS
Registration Number:	1676426	HIGH VOLUME INDEPENDENT DRUG STORES
Registration Number:	1770902	HIGH VOLUME INDEPENDENT RESTAURANTS
Registration Number:	1465037	HIGH-VOLUME INDEPENDENT RESTAURANTS
Registration Number:	1473699	HOME FURNISHINGS RETAILERS
Serial Number:	78546850	LEADING CHAIN TENANTS
Registration Number:	836142	PRODUCT RESEARCH BUREAU
Registration Number:	1739264	SUPERMARKET, GROCERY & CONVENIENCE STORE CHAINS
Registration Number:	2175848	THE MARKET STUDY OF RETAIL TECHNOLOGY
Registration Number:	2378308	WHOLESALE GROCERS FOODSERVICE DISTRIBUTORS

CORRESPONDENCE DATA

Fax Number: (404)888-4190

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

TRADEMARK
REEL: 003068 FRAME: 0876

Phone: 404-888-4148
Email: HWRITM@hunton.com
Correspondent Name: John R. Schneider
Address Line 1: 600 Peachtree Street, N.E.
Address Line 2: Bank of America Plaza, Suite 4100
Address Line 4: Atlanta, GEORGIA 30308-2216

NAME OF SUBMITTER:	John R. Schneider
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Signature:	/John R. Schneider/
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Date:	04/19/2005
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Total Attachments: 5
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TRADEMARK SECURITY AGREEMENT

THIS TRADEMARK SECURITY AGREEMENT, dated as of March 31, 2005, is made by BUSINESS GUIDES, INC., a New York corporation ("Grantor"), in favor of GENERAL ELECTRIC CAPITAL CORPORATION, a Delaware corporation, in its capacity as Agent for Lenders ("Agent").

WITNESSETH:

WHEREAS, pursuant to that certain Credit Agreement, dated as of the date hereof, by and among Grantor, the other Persons named therein as Borrowers and Credit Parties, Agent and the Persons signatory thereto from time to time as Lenders (including all annexes, exhibits or schedules thereto, as from time to time amended, restated, supplemented or otherwise modified, the "Credit Agreement"), Lenders have agreed to make the Loans and to incur Letter of Credit Obligations for the benefit of Grantor and the other Borrowers;

WHEREAS, Agent and Lenders are willing to make the Loans and to incur Letter of Credit Obligations as provided for in the Credit Agreement, but only upon the condition, among others, that Grantor shall have executed and delivered to Agent, for itself and the ratable benefit of Lenders, that certain Security Agreement, dated as of the date herewith (including all annexes, exhibits or schedules thereto, as from time to time amended, restated, supplemented or otherwise modified, the "Security Agreement");

WHEREAS, pursuant to the Security Agreement, Grantor is required to execute and deliver to Agent, for itself and the ratable benefit of Lenders, this Trademark Security Agreement;

NOW, THEREFORE, in consideration of the premises and mutual covenants herein contained and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Grantor hereby agrees as follows:

1. DEFINED TERMS. All capitalized terms used but not otherwise defined herein have the meanings given to them in the Credit Agreement and Annex A thereto.

2. GRANT OF SECURITY INTEREST IN TRADEMARK COLLATERAL. Grantor hereby grants to Agent, on behalf of itself and Lenders, a continuing first priority security interest in all of Grantor's right, title and interest in, to and under the following, whether presently existing or hereafter created or acquired (collectively, the "Trademark Collateral"):

- (a) all of its Trademarks, including those referred to on Schedule I hereto;
- (b) all reissues, continuations or extensions of the foregoing;
- (c) all goodwill of the business connected with the use of, and symbolized by, each Trademark; and


(d) all products and proceeds of the foregoing, including, without limitation, any claim by Grantor against third parties for past, present or future (i) infringement or dilution of any Trademark or (ii) injury to the goodwill associated with any Trademark.

3. SECURITY AGREEMENT. The security interests granted pursuant to this Trademark Security Agreement are granted in conjunction with the security interests granted to Agent, on behalf of itself and Lenders, pursuant to the Security Agreement. Grantor hereby acknowledges and affirms that the rights and remedies of Agent with respect to the security interest in the Trademark Collateral made and granted hereby are more fully set forth in the Security Agreement, the terms and provisions of which are incorporated by reference herein as if fully set forth herein.

[signature page follows]

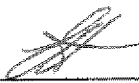
IN WITNESS WHEREOF, Grantor has caused this Trademark Security Agreement to be executed and delivered by its duly authorized officer as of the date first set forth above.

BUSINESS GUIDES, INC.

By: 
Name: Daniel J. Mills
Title: Vice President

ACCEPTED AND ACKNOWLEDGED BY:

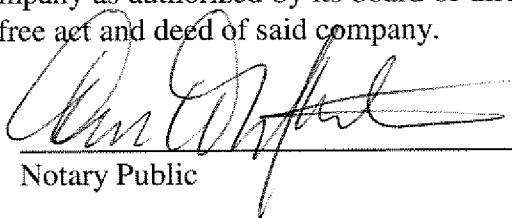
GENERAL ELECTRIC CAPITAL
CORPORATION, as Agent

By: 
Name: Ellen D. Weaver
Title: Duly Authorized Signatory

ACKNOWLEDGMENT OF GRANTOR

STATE OF NEW YORK)
) ss.
COUNTY OF NEW YORK)

On this 31st day of March, 2005, before me personally appeared Daniel J. Mills, proved to me on the basis of satisfactory evidence to be the person who executed the foregoing instrument on behalf of Business Guides, Inc., who being by me duly sworn did depose and say that he is an authorized officer of said company, that the said instrument was signed on behalf of said company as authorized by its board of directors and that he acknowledged said instrument to be the free act and deed of said company.


Notary Public
[Notary Seal]

ERIC D. MARTINS
NOTARY PUBLIC, STATE OF NEW YORK
No. 60-2563800
Qualified in Westchester County
Commission Expires May 31, 10-2006

SCHEDULE I
TO
TRADEMARK SECURITY AGREEMENT

<u>Trademark Name</u>	<u>Registration #</u>	<u>Registration Date</u>
Chain Restaurant Operators	1,739,263	December 8, 1992
Chain Store Guide	2,005,872	October 8, 1996
Chain Store Guide	625,896	April 24, 1956
Chain Store Guide Retail Intelligence Group	Application #76/095,033	July 24, 2000
Client 1 Technologies and Design	2,634,764	October 15, 2002
CSG	1,816,353	January 11, 1994
Department Stores and Mail Order Firms	2,190,083	September 15, 1998
Directory of Apparel Specialty Stores	2,179,729	August 4, 1998
Directory of Automotive Market Suppliers	1,499,090	August 2, 1988
Directory of Canadian Retailers & Distributors	2,146,820	March 24, 1998
Directory of CE, Photography & Major Appliance Retailers & Distributors	1,518,568	December 27, 1988
Directory of Chain Restaurant Operators	1,200,030	June 29, 1982
Directory of Computer & Consumer Electronics Retailers	2,390,589	September 26, 2000
Directory of Computer & Software Storefront Dealers	1,531,477	March 21, 1989
Directory of Computer VARS & Systems Integrators	2,271,377	August 24, 1999
Directory of Department Stores	1,200,032	June 29, 1982
Directory of Department Stores & Mail Order Firms	2,185,183	August 25, 1998
Directory of Discount & General Merchandise Stores	1,981,796	June 18, 1996
Directory of Food Service Distributors	1,512,180	November 8, 1988

<u>Trademark Name</u>	<u>Registration #</u>	<u>Registration Date</u>
Directory of Hardlines Distributors	1,508,672	October 11, 1988
Directory of Home Center Operators & Hardware Chains	1,205,050	August 10, 1982
Directory of Leading Chain Stores	2,774,860	October 21, 2003
Directory of Mail Order Firms	2,291,728	November 9, 1999
Directory of Men's and Boy's Wear Specialty Stores & Design	1,521,772	January 24, 1989
Directory of Single-Unit Supermarkets Operators	1,542,083	May 30, 1989
Directory of VARS Value Added Resellers	1,500,907	August 16, 1988
Directory of Wholesale Grocers	1,832,521	April 19, 1994
Discount & General Merchandise Stores	2,229,693	March 2, 1999
Drug Store and HBC Chains	2,374,126	August 8, 2000
Foodservice Distributors Wholesale Grocers	2,241,395	April 20, 1999
High Volume Independent Drug Stores	1,676,426	February 18, 1992
High Volume Independent Restaurant	1,770,902	May 11, 1993
High Volume Independent Restaurant	1,465,037	November 10, 1987
Home Furnishings Retailers	1,473,699	January 19, 1988
Leading Chain Tenants (Canada)	Application #1,246,568	Application Date February 3, 2005
Leading Chain Tenants	Application #78/546,850	Application Date January 13, 2005 (status Pending)
Product Research Bureau	836,142	September 26, 1967
Supermarket, Grocery & Convenience Store Chains	1,739,264	December 8, 1992
The Market Study of Retail Technology	2,175,848	July 21, 1998
Wholesale Grocers Foodservice Distributors	2,378,308	August 15, 2000