

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
Lebhar-Friedman, 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: 56			
Property Type	Number	Word Mark	
Registration Number:	1473697	ANNUAL PHARMACISTS GUIDE TO OTC PATIENT COUNSELING	
Registration Number:	1217104	APPAREL MERCHANDISING	
Registration Number:	1439647	APPAREL MERCHANDISING EXECUTIVE REPORT	
Registration Number:	1350601	CAREER PATHS	
Registration Number:	2196797	CE ONLINE	
Registration Number:	2161136	CHAIN PHARMACY	
Registration Number:	246953	CHAIN STORE AGE	
Registration Number:	1946630	CHAIN STORE AGE EXECUTIVE FAX	
Registration Number:	1094462	CHAIN STORE AGE SUPERMARKET THE NEWSMAGAZINE FOR CORPORATE CHAINS, CO-OPS & VOLUNTARIES	
Registration Number:	1928755	CLUB BUSINESS	
Registration Number:	1468686	COMPUTER PRODUCT SELLING	
Registration Number:	2301141	CYBER RETAILING NEWS	

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TRADEMARK
REEL: 003069 FRAME: 0419

Registration Number:	1469020	DIRECT MARKETING TODAY
Registration Number:	1518842	DIRECT MARKETING WEEK
Registration Number:	2482131	DRUG STORE NEWS
Registration Number:	1126281	DRUG STORE NEWS
Registration Number:	1969766	DRUG STORE NEWSFIRST
Registration Number:	1943885	DSN RETAIL FAX
Registration Number:	2580735	DSN RETAILING TODAY
Registration Number:	2048949	EAR AWARDS
Registration Number:	2047486	EAT AWARDS
Registration Number:	2191633	FINE DINING HALL OF FAME
Registration Number:	2763642	FOOD RETAILING TODAY
Registration Number:	2253938	FS TEC
Registration Number:	2458737	GREAT RESTAURANTS OF THE WORLD
Registration Number:	2268930	HMR NEWS
Registration Number:	1451571	HOMEMARKET TRENDS
Registration Number:	2154907	HOT CONCEPTS!
Registration Number:	2108336	HOT CONCEPTS! CELEBRATION
Registration Number:	1382311	INSIDE PHARMACY
Registration Number:	1807435	DRUG STORE NEWS
Registration Number:	1062739	INSIDE RETAILING
Registration Number:	2503806	NATION'S RESTAURANT NEWS
Registration Number:	841817	NATION'S RESTAURANT NEWS
Registration Number:	1035764	NATIONAL HOME CENTER NEWS
Registration Number:	839774	NATIONAL RESTAURANT NEWS
Registration Number:	2433185	ONSITE
Registration Number:	2225021	OPERATOR CONNECTION
Registration Number:	1558625	PHARMACIST'S REFERENCE TO PATIENT COUNSELING
Registration Number:	1906901	PRO DEALER
Registration Number:	2104446	RETAIL INNOVATION TECHNOLOGY AWARD
Registration Number:	1547798	RETAIL PERSONNEL MANAGEMENT
Registration Number:	1773917	RETAIL EXECUTIVE
Registration Number:	1522952	REX RETAIL EXCELLENCE AWARD
Registration Number:	2123176	RITA
Registration Number:	1102881	SPARC
Registration Number:	1133342	SPECS

Registration Number:	2229949	THE _____ ANNUAL INTERNATIONAL FOODSERVICE TECHNOLOGY EXPOSITION
Registration Number:	2770963	UNIT SPECS
Registration Number:	2328318	WORLD POWERS
Registration Number:	2323385	WORLD STORES
Serial Number:	76562246	CAREERS IN RETAIL PHARMACY
Serial Number:	78369113	FS PEOPLE
Serial Number:	76356835	HOME CHANNEL NEWS
Serial Number:	76051041	LF THE VOICE OF RETAILING AND FOODSERVICE
Serial Number:	78393148	RETAIL BUSINESS SYMPOSIUM

CORRESPONDENCE DATA

Fax Number: (404)888-4190

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

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
Signature:	/John R. Schneider/
Date:	04/20/2005

Total Attachments: 7

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TRADEMARK SECURITY AGREEMENT

THIS TRADEMARK SECURITY AGREEMENT, dated as of March 31, 2005, is made by LEBHAR-FRIEDMAN, 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.

LEBHAR-FRIEDMAN, INC.

By: 

Name: Daniel J. Mills

Title: Senior VP & CFO

ACCEPTED AND ACKNOWLEDGED BY:

GENERAL ELECTRIC CAPITAL
CORPORATION, as Agent

By: 

Name: Ellen D. Weaver

Title: Duly Authorized Signatory

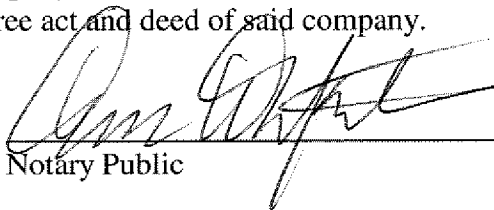
ACKNOWLEDGMENT OF GRANTOR

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 Lebhar-Friedman, 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, 2006

SCHEDULE I

TO

TRADEMARK SECURITY AGREEMENT

Registered Trademarks:

(The Trademarks set forth below are filed in the United States, unless otherwise noted).

<u>Trademark Name</u>	<u>Registration #</u>	<u>Registration Date</u>
A Lebhar-Friedman Publication (Canada)	TMA502,183	October 13, 1998
Annual-Pharmacists Guide To OTC Patient Counseling	1,473,697	January 19, 1988
Apparel Merchandising	1,217,104	November 16, 1982
Apparel Merchandising	1,217,683	November 16, 1982
Apparel Merchandising Executive Report	1,439,647	May 12, 1987
Career Paths	1,350,601	July 23, 1985
CE Online	2,196,797	October 13, 1998
Chain Pharmacy	2,161,136	May 26, 1998
Chain Store Age (Canada)	TMA480,814	August 18, 1997
Chain Store Age (European Community)	251,330	May 6, 1996
Chain Store Age	246,953	May 17, 1928
Chain Store Age Executive (Canada)	TMA466,933	December 2, 1996
Chain Store Age Executive Fax	1,946,630	January 9, 1996
Chain Store Age Supermarkets The Newsmagazine For Corporate Chains & Co-Ops	1,094,462	June 27, 1978
Club Business	1,928,755	October 17, 1995
Computer Product Selling	1,468,686	December 8, 1987
Cyber Retailing News	2,301,141	December 14, 1999
Direct Marketing Today	1,469,020	December 15, 1987
Direct Marketing Week	1,518,842	January 3, 1989

<u>Trademark Name</u>	<u>Registration #</u>	<u>Registration Date</u>
Discount Store News (Canada)	TMA485,988	November 20, 1997
Discount Store News (European Community)	173781	April 1, 1996
Drug Store News (Canada)	TMA485,991	November 20, 1997
Drug store News	2,482,131	August 28, 2001
Drug Store News	1,807,435	November 30, 1993
Drug Store News	1,126,281	October 23, 1979
Drug Store News A Lebhar-Friedman Publication (European Community)	921288	May 2, 2000
Drug Store Newsfirst	1,969,766	April 23, 1996
DSN Retail Fax	1,943,885	December 26, 1995
DSN Retailing Today	2,580,735	June 18, 2002
Ear Awards	2,048,949	April 1, 1997
Eat Awards	2,047,486	March 25, 1997
Fine Dining Hall Of Fame	2,191,633	September 22, 1998
Food Retailing Today (Canada)	TMA609,716	May 7, 2004
Food Retailing Today	2,763,642	September 16, 2003
Foodservice Buyers' Guide	2,166,683	June 16, 1998
FS TEC	2,253,938	June 15, 1999
Great Restaurants Of The World	2,458,737	June 5, 2001
HMR News	2,268,930	August 10, 1999
Home Channel News (Canada)	TMA596,411	December 3, 2003
Homemarket Trends	1,451,571	August 4, 1987
Hot Concepts!	2,154,907	May 5, 1998
Hot Concepts! Celebration & Design	2,108,336	October 28, 1997
Inside Pharmacy	1,382,311	February 11, 1986

<u>Trademark Name</u>	<u>Registration #</u>	<u>Registration Date</u>
Inside Retailing	1,062,739	April 5, 1977
International Hardware & DIY News (Canada)	TMA473,377	March 24, 1997
Nation's Restaurant News (Canada)	461,576	August 23, 1996
Nation's Restaurant News	2,503,806	November 6, 2001
Nation's Restaurant News	841,817	January 2, 1968
National Home Center News (Canada)	TMA454,373	February 16, 1996
National Home Center News	1,035,764	March 16, 1976
National Restaurant News	839,774	November 28, 1967
Onsite	2,433,185	March 6, 2001
Operator Connection	2,225,021	February 23, 1999
Partnering	2,166,682	June 16, 1998
Pharmacist's Reference To Patient Counseling	1,558,625	September 26, 1989
Pro Dealer	1,906,901	July 18, 1995
Retail Innovation Technology Award	2,104,446	October 7, 1997
Retail Personnel Management	1,547,798	July 11, 1989
Retail-Executive	1,773,917	May 25, 1993
Rex Retail Awards & Design	1,522,952	January 31, 1989
Rita	2,123,176	December 23, 1997
SPARC & Design	1,102,881	September 19, 1978
SPECS	1,133,342	April 15, 1980
The Annual International Foodservice Technology Exposition	2,229,949	March 9, 1999
Unit Specs	2,770,963	October 7, 2003
World Powers (Germany)	39850305	November 1, 2000
World Powers	2,328,318	March 14, 2000

<u>Trademark Name</u>	<u>Registration #</u>	<u>Registration Date</u>
World Stores	2,323,385	February 29, 2000

Trademark Applications Pending:

Careers In Retail Pharmacy (Canada)	Application #1,200,990	Application date January 5, 2004 (status Pending)
Careers In Retail Pharmacy	Application #76/562,246	Application date November 28, 2003 (status Pending)
FS People And Design	Application #78/369,113	Filed February 17, 2004 (status Pending)
Home Channel News	Application #76/356,835	Filed January 9, 2002 (status Pending)
LF The Voice Of Retailing And Foodservice	Application #76/051,041	Filed May 18, 2000 (status Pending)
Retail Business Symposium	Application #78/393,148	Filed March 30, 2004 (status Pending)
World Stores (Germany)	Application #36850306.0/1	Filed September 2, 1998 (status Pending)