

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
VNU Business Media, Inc.		03/16/2005	CORPORATION: DELAWARE

<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	Ideal Media, LLC
<b>Street Address:</b>	303 E. Wacker Drive, 23rd Floor
<b>City:</b>	Chicago
<b>State/Country:</b>	ILLINOIS
<b>Postal Code:</b>	60601
<b>Entity Type:</b>	Limited Liability Company: DELAWARE

**PROPERTY NUMBERS Total: 14**

Property Type	Number	Word Mark
Serial Number:	78232881	BEVERAGE WORLD'S CHINA BEV
Registration Number:	1018820	BEVERAGE WORLD
Registration Number:	901563	SOFT DRINKS SCOPE
Registration Number:	2775774	THE BEVERAGE FORUM
Registration Number:	2304965	GLOBAL BEVERAGE PACKAGE DESIGN CONFERENCE
Registration Number:	1632533	MENUMONITOR
Registration Number:	1460000	RESTAURANT BUSINESS
Registration Number:	1458286	INSTITUTIONAL DISTRIBUTION
Registration Number:	1724129	ID UPDATE
Registration Number:	2147797	ID
Registration Number:	1747067	HANDBOOK OF FOODSERVICE DISTRIBUTION
Registration Number:	1618689	FOODSERVICE DIRECTOR
Registration Number:	2860534	FOODSERVICE PRODUCTLINK
Registration Number:	2481042	RETAIL MERCHANDISER

CH \$365.00 78232881

CORRESPONDENCE DATA

Fax Number: (202)739-3001

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

Phone: 202.739.3000

Email: trademarks@morganlewis.com

Correspondent Name: Robert P. Henley, Esq.

Address Line 1: 1111 Pennsylvania Avenue, N.W.

Address Line 2: Attn: TMSU

Address Line 4: Washington, DISTRICT OF COLUMBIA 20004

NAME OF SUBMITTER:	Robert P. Henley
Signature:	/Robert P. Henley/
Date:	06/14/2005
Total Attachments: 2 source=vnuassign#page1.tif source=vnuassign#page2.tif	

**TRADEMARK ASSIGNMENT**

This Trademark Assignment is made by VNU Business Media, Inc., a Delaware corporation located at 770 Broadway, New York, NY 10003 (hereinafter "Assignor"), in favor of Ideal Media, LLC, a Delaware limited liability company located at 303 E. Wacker Drive, 23rd Floor, Chicago, Illinois 60601 (hereinafter "Assignee").

WHEREAS, the Assignor is the registered owner of the trademark application and registrations and unregistered trademarks set forth on the attached Schedule A (hereinafter "the Marks") and the goodwill of the business symbolized thereby, and desires to confirm having assigned all of its right, title, and interest in and to the said Marks to the Assignee.

WHEREAS, Assignor did, on March 16, 2005, by separate instrument, assign certain of its assets and business to Assignee, including all of its right, title and interest in and to the Marks, and the goodwill of the business symbolized thereby; and

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby confirms having assigned, transferred and set over to Assignee, effective as of March 16, 2005, its entire right, title and interest in and to the Marks and the goodwill symbolized by the Marks, including the right to sue for and receive all damages from past infringements of the Marks arising prior to the effective date of the assignment, the same to be held and enjoyed by Assignee, its successors, assigns and other legal representatives.

Signed this 16<sup>th</sup> day of March \_\_, 2005.

VNU BUSINESS MEDIA, INC.

By: Howard Gaudin  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

SCHEDULE A

<u>Trademark Applications/Registrations</u>	<u>Application No.</u>	<u>Registration No.</u>
BEVERAGE WORLD'S CHINA BEV	78/232,881	
BEVERAGE WORLD	73/029,243	1,018,820
SOFT DRINKS SCOPE	72/357,728	901,563
THE BEVERAGE FORUM	78/187,605	2,775,774
GLOBAL BEVERAGE PACKAGE DESIGN CONFERENCE	75/501,516	2,304,965
MENUMONITOR	74/016,776	1,632,533
RESTAURANT BUSINESS	73/623,835	1,460,000
INSTITUTIONAL DISTRIBUTION	73/623,812	1,458,286
ID UPDATE	74/158,473	1,724,129
ID	75/286,971	2,147,797
HANDBOOK OF FOODSERVICE DISTRIBUTION	74/235,430	1,747,067
FOODSERVICE DIRECTOR	73/781,069	1,618,689
FOODSERVICE PRODUCTLINK	76/043,924	2,860,534
RETAIL MERCHANDISER	75/922,464	2,481,042

Unregistered Trademarks

BEV OPS  
LA BEV EX  
BEVERAGE WORLD'S GLOBAL BEVERAGE TECHNOLOGY  
MENUS CONFERENCE  
MENU DIRECTIONS  
STRAWBERRY PARTY  
ID SALES PRO  
ID MANAGEMENT REPORT  
SILVER SKILLET AWARDS

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