

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	06/15/2005

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
PRIMEDIA Information Inc.		06/15/2005	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: 4**

Property Type	Number	Word Mark
Registration Number:	1556799	CONTRACTORS' EQUIPMENT COST GUIDE
Registration Number:	1276951	COST REFERENCE GUIDE FOR CONSTRUCTION EQUIPMENT
Registration Number:	2631238	GREEN GUIDE
Registration Number:	2018597	GREEN GUIDE FOR OFF-HIGHWAY TRUCKS & TRAILERS

**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 Ave.  
 Address Line 2: Legal  
 Address Line 4: New York, NEW YORK 10151

OP \$115.00 1556799

NAME OF SUBMITTER:	Robin Adelson
Signature:	/Robin Adelson/
Date:	06/15/2005
Total Attachments: 1 source=tm assignment Primedia Information to PBMM#page1.tif	

## TRADEMARK ASSIGNMENT

WHEREAS, PRIMEDIA Information, Inc., a Delaware corporation, having an address of 10 Lake Drive, Highstown, NJ 08520 ("Assignor"), has adopted, used and is using the trademarks, and is the owner of the registrations thereof, set forth in the attached Schedule A (the "Trademarks"); and

WHEREAS, PRIMEDIA Business Magazines & Media, Inc., a Delaware corporation, having an address at 9800 Metcalf, Overland Park, Kansas 66212-2216 ("Assignee"), is desirous of acquiring all of Assignor's common law and statutory right, title and interest in and to the Trademarks, including the scheduled registrations thereof, in the United States of America and its territories and possessions;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns, and transfers to Assignee, its successors and assigns, absolutely and forever, all of Assignor's right, title and interest in and to the Trademarks, including the scheduled registrations, together with the goodwill of the businesses symbolized by the Trademarks being assigned, in the United States, its territories and possessions, and all causes of action for any and all past infringements of the rights being assigned and the right to collect and retain the proceeds therefrom.

Dated: June, 15, 2005

PRIMEDIA Information Inc.

By: 

Name: Christopher A. Fraser

Title: Sr. VP - Law, Assist. Secretary