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02-14-2005

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

102941014

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):
Douglas Publications of Virginia, Inc.

Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State
 Other Virginia

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)
Name: Douglas Publications, LLC
Internal
Address: _____
Street Address: 2807 N. Parham Road, Suite 200
City: Richmond State: VA Zip: 23294

Individual(s) citizenship _____
 Association _____
 General Partnership _____
 Limited Partnership _____
 Corporation-State _____
 Other Virginia LLC

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)
Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other _____

Execution Date: 01/19/2005

4. Application number(s) or registration number(s):
A. Trademark Application No.(s)
see attached

B. Trademark Registration No.(s)
see attached

Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
Name: Amy Lee Brady
Internal Address: CSC

Street Address: 80 State Street, 6th floor

City: Albany State: NY Zip: 12207

6. Total number of applications and registrations involved: 20

7. Total fee (37 CFR 3.41).....\$ 515.00

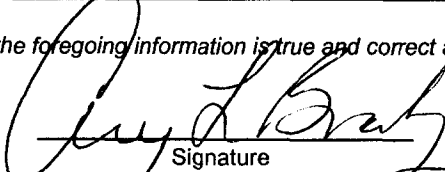
Enclosed
 Authorized to be charged to deposit account

8. Deposit account number:

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature.
To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Amy Lee Brady  02/09/2005
Name of Person Signing Signature Date

02/11/2005 DRYRNE 00000093 772860

Total number of pages including cover sheet, attachments, and document: 9

01 FC:8521
02 FC:8522

40.00 OP documents to be recorded with required cover sheet information to:
475.00 OP Commissioner of Patent & Trademarks, Box Assignments
Washington, D.C. 20231

TRADEMARK
REEL: 003119 FRAME: 0535

SCHEDULE A

Trademark	Serial/Registration #	Status
American Painting Contractor	772,860	Registered: 7/7/1964 Goods & Services: Monthly publication devoted to the interest of the painting contractor (class 16). Renewed on 3/19/1985 (20-year). Assignment to DPI by 11/18/1995 asset purchase agreement recorded 10/23/02.
Association Meeting & Event Planners	2,841,925	Registered: 5/11/04 Series of books consisting of sales leads for companies and individuals selling to association meeting and event planners (class 16).
Compliance Magazine	2356532	Registered 6/13/00 Goods & Services: Magazine in the field of regulatory safety and healthcare. Assignment to DPI by 11/17/1999 asset purchase agreement recorded 10/23/02.
Corporate Meeting Planners	2,846,975	Registered: 5/25/04 Series of books providing sales leads for companies and individuals selling to corporate meeting planners (class: 16).
Facility Care	2,837,945	Registered: 5/4/04 Goods & Services: Magazine for healthcare facility managers and others involved in the design, operation and maintenance of healthcare facilities (class 16).
Flooring Magazine	2,905,593	Registered: 11/30/04 Goods & Services: Magazines for the floor covering industry (class 16). Assigned to Hearst Business Media 10/15/2004 as part of asset sale.
Gift, Housewares & Home Textiles Buyers	78,541,203	Application filed: 1/3/05 Good & Services: Series of books consisting of sales leads for companies and individuals in the gift, housewares and home textiles industry.
Hospital Phone Book	2,846,976	Registered: 5/25/04 Series of books providing contact information for hospitals (class 16).
Human Capital	2,745,399	Registered: 7/29/03 Goods & Services: Magazine for managers and executives engaged in human

		resources activities (class 16).
Lifting & Transportation International	2,878,456	Registered: 8/31/04 Goods & Services: Magazine for the crane, rigging and specialized hauling industry (class 16). Sold to MLS, Inc. on 6/7/04 as part of asset sale.
Mass Merchandisers & Off-Price Apparel Buyers	2,841,926	Registered: 5/11/04 Series of books consisting of sales leads for companies and individuals selling to mass merchandisers and off-price apparel retailers (class 16).
Medical Meeting & Event Planners	78,528,089	Application filed: 12/7/2004 Goods & Services: Book and database consisting of sales leads for companies and individuals selling to medical meeting and event planners.
Men's & Boys' Wear Buyers	78,541,171	Application filed: 1/3/2005 Goods & Services: Series of books providing sales leads to companies and individuals in the men's and boys' wear industry.
Premium, Incentive & Travel Buyers	2,841,927	Registered: 5/11/04 Series of books consisting of sales leads for companies and individuals selling to premium, incentive and travel buyers (class 16). Assignment to DPI by 10/23/98 asset purchase agreement recorded
Robotics World (stylized)	1,404,010	Registered: 8/5/86 Goods & Services: Magazine pertaining to the manufacture of robots/robotic systems and components (class 16). Assignment to DPI by 4/17/95 asset purchase agreement recorded 10/23/02.
Robotics World (words)	1,404,013	Registered: 8/5/86 Goods & Services: Magazine pertaining to the manufacture of robots/robotic systems and components (class 16). Assignment to DPI by 4/17/95 asset purchase agreement recorded 10/23/02.
Sales and Marketing Strategies & News	78,540,929	Filed application: 1/3/2005 Goods & Services: Magazines for corporate and sales and marketing executives on sales and marketing strategies (class 16).
The Salesman's Guide	2,846,977	Registered: 5/25/04 Series of books providing sales leads to

		companies and individuals in the apparel and hospitality industries (class 16).
SG	2,880,781	Registered: 9/7/04 Series of books providing sales leads to companies and individuals in the apparel and hospitality industries (class 16).
Women's and Children's Wear Buyers	2,841,928	Registered: 5/11/04 Series of books providing sales leads for companies and individuals selling to women's and children's wear buyers (class 16).

ASSIGNMENT

WHEREAS, Douglas Publications of Virginia, Inc., a Virginia corporation ("Assignor"), pursuant to the Contribution and Transfer Agreement, dated January 19, 2005 ("Contribution Agreement"), has agreed to sell and assign to Douglas Publications, LLC, a Virginia limited liability company with its principal place of business at 2807 N. Parham Road, Ste 200, Richmond, Virginia 23294 ("Assignee"), *inter alia*, all of the intellectual property relating to Assignor's media business (the "Media Business"), such business including trade publications and training materials ;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, and pursuant to the terms and conditions of the Purchase Agreement, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to all of Assignor's intellectual property relating to the Media Business, including without limitation all trade secrets, know-how, and trademarks and tradenames throughout the world, including, but not limited to, the registered trademarks, service marks, patents or copyrights listed on Schedule A (and the registrations thereof) together with the goodwill of the business symbolized by said marks and trade names, including without limitation all assets used in the Media Business identified by the trademarks and trade names of Schedules A, including, but not limited to, trade secrets and know-how relating thereto.

IN WITNESS WHEREOF, Assignor has executed this Assignment on this 19 day of

January, 2005.

DOUGLAS PUBLICATIONS OF VIRGINIA,
INC.
a Virginia corporation

By: Alan M. Douglas

Name: Alan M. Douglas

Title: President

STATE OF ~~FLORIDA~~ ~~Virginia~~ MARYLAND

COUNTY OF Montgomery

BEFORE ME, the undersigned authority, on this day personally appeared ALAN M. DOUGLAS, and having been duly sworn by me, upon his oath states that he is PRESIDENT of Douglas Publications of Virginia, Inc., that he has read and understands the foregoing instrument, that he is authorized to execute said instrument, and acknowledged to me that he executed same for the purposes and consideration therein expressed, in the capacity therein stated, and as the act and deed of said corporation.

SUBSCRIBED AND SWORN TO BEFORE ME, this 19th day of Jan, 2005.

Suzanne S. McClure
Printed Name of Notary Public

(SEAL)

Suzanne S. McClure
Signature of Notary Public

My Commission expires the 1st day of AUGUST, 2005.

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