

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Partial Assignment		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
PRIMEDIA Business Magazines & Media Inc.		09/29/2005	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Direct Marketing Association, Inc.		
Street Address:	1120 Avenue of the Americas		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10036		
Entity Type:	not for profit: NEW YORK		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	2270266	ANNUAL CATALOG CONFERENCE & EXHIBITION	
Registration Number:	2229917	NATIONAL CENTER FOR DATABASE MARKETING	
Registration Number:	2549680	NCOF	
Registration Number:	2799466	NATIONAL CONFERENCE ON OPERATIONS & FULFILLMENT	
CORRESPONDENCE DATA			
Fax Number:	(212)745-0131		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	2127451889		
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		
NAME OF SUBMITTER:	Robin Adelson		

OP \$115.00 2270266

Signature:

/Robin Adelson/

Date:

09/29/2005

Total Attachments: 2

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PARTIAL TRADEMARK ASSIGNMENT

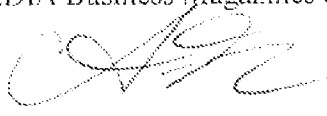
WHEREAS, PRIMEDIA Business Magazines & Media Inc. a Delaware corporation, ("PRIMEDIA"), having an address at 9800 Metcalf, Overland Park, Kansas 66212-2216 has adopted, used and is using the trademarks together with Direct Marketing Association, Inc., and is currently the sole owner of the Federal Trademark Registrations thereof, set forth in the attached Schedule A (the "Trademarks"); and

WHEREAS, Direct Marketing Association, Inc. a New York not-for-profit corporation ("DMA") having an address at 1120 Avenue of Americas, NY, NY 10036 owns 50% of common law and statutory right, title and interest in and to the Trademarks.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, PRIMEDIA and DMA wish to memorialize their joint ownership of the Trademark and amend the Federal Trademark Registry accordingly to reflect the two entities as co-registrants of the Trademarks

Dated: 2/14/2005, 2005

PRIMEDIA Business Magazines & Media Inc.

By: 
Name: Christopher A. Fraser
Title: Sr. VP - Law, Assist. Sec.
an officer of the company

SCHEDULE A

<u>Mark</u>	<u>Registration No.</u>
ANNUAL CATALOG CONFERENCE & EXHIBITION	2270266
NATIONAL CENTER FOR DATABASE MARKETING	2229917
NCOF	2549680
NATIONAL CONFERENCE ON OPERATIONS AND FULFILLMENT	2799466