

## TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
PRIMEDIA Business Magazines & Media Inc.		06/06/2005	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	PRIMEDIA Investment LLC		
Street Address:	745 Fifth Ave.		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10151		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2129613	DEALER BUSINESS	
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		
ATTORNEY DOCKET NUMBER:	380		
NAME OF SUBMITTER:	Robin Adelson		
Signature:	/Robin Adelson/		

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REEL: 003171 FRAME: 0906

Date:

10/07/2005

Total Attachments: 2

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## TRADEMARK ASSIGNMENT

WHEREAS, PRIMEDIA Business Magazines & Media, Inc., a Delaware corporation, having an address at 9800 Metcalf, Overland Park, Kansas 66212-2216 ("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 Investment LLC, a Delaware Limited Liability Company, having its sole address at 745 Fifth Avenue, New York, NY 10151 ("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, 10, 2005

PRIMEDIA Business Magazines & Media Inc.

By: 

Name: Christopher A. Fraser

Title: Sr. VP - Law, Assist. Secretary

Schedule A

DEALER BUSINESS 2129613