

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
Reed Elsevier Inc.		06/30/2006	CORPORATION: MASSACHUSETTS

RECEIVING PARTY DATA

Name:	Advantage Business Media LLC
Street Address:	100 Enterprise Drive
City:	Rockaway
State/Country:	NEW JERSEY
Postal Code:	07866-0912
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 38

Property Type	Number	Word Mark
Registration Number:	2655147	BIOSCIENCE TECHNOLOGY
Registration Number:	2670585	BIOSCIENCE TECHNOLOGY
Registration Number:	1436388	CED
Registration Number:	0859119	CHEMICAL EQUIPMENT
Registration Number:	1646823	CHEMICAL EQUIPMENT
Registration Number:	2357130	CHEMICAL EQUIPMENT
Registration Number:	2566897	CHEMICAL EQUIPMENT
Registration Number:	1074965	ECN
Registration Number:	1159114	ECN LITERATURE NEWS
Registration Number:	3003941	FOOD MANUFACTURING
Registration Number:	2777029	GENOMICS & PROTEOMICS
Registration Number:	2876834	IMPO
Registration Number:	2343124	INDUSTRIAL MAINTENANCE & PLANT OPERATION

CH \$965.00 2655147

Registration Number:	0859853	LABORATORY EQUIPMENT
Registration Number:	1648138	LABORATORY EQUIPMENT
Registration Number:	2124577	MEDICAL DESIGN TECHNOLOGY
Registration Number:	3062601	MEDICAL DESIGN TECHNOLOGY
Registration Number:	2330445	MEDICAL DESIGN TECHNOLOGY
Registration Number:	2878913	MEDICAL DESIGN TECHNOLOGY
Registration Number:	1651230	PHARMACEUTICAL PROCESSING
Registration Number:	2091089	PHARMACEUTICAL PROCESSING
Registration Number:	2486774	PHARMACEUTICAL PROCESSING
Registration Number:	1170127	PRODUCT DESIGN & DEVELOPMENT
Registration Number:	1435119	SCIENTIFIC COMPUTING & AUTOMATION
Registration Number:	2331594	SCIENTIFIC COMPUTING & INSTRUMENTATION
Registration Number:	1318760	SURGICAL PRODUCTS
Registration Number:	2379261	WIRELESS DESIGN & DEVELOPMENT
Registration Number:	1837292	WIRELESS DESIGN AND DEVELOPMENT
Registration Number:	2497374	WIRELESS INTERNET MAGAZINE
Registration Number:	2137641	WIRELESS WEEK
Serial Number:	78833326	CHEM.INFO
Serial Number:	78833312	CHEM.INFO
Serial Number:	78806713	G&P
Serial Number:	78511830	PRODUCTION TECHNOLOGY NEWS
Serial Number:	78753168	SURGICAL PRODUCTS
Serial Number:	78755829	SURGICAL PRODUCTS
Serial Number:	78804340	WIRELESS
Serial Number:	78804348	WIRELESS

CORRESPONDENCE DATA

Fax Number: (212)415-8701
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: (212) 415-8700
Email: ptotmcommunications@morganfinnegan.com
Correspondent Name: Morgan & Finnegan, L.L.P.
Address Line 1: 3 World Financial Center
Address Line 4: New York, NEW YORK 10281-2101

ATTORNEY DOCKET NUMBER:	4914-0001
NAME OF SUBMITTER:	Christine F. Benton

Signature:

/Christine F. Benton/

Date:

07/06/2006

Total Attachments: 3

source=REI 1 - Ass#page1.tif

source=REI 2 - Ass#page1.tif

source=REI 3 - Ass#page1.tif

REI TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment") is executed and delivered as of June 30, 2006, by Reed Elsevier Inc., a Massachusetts corporation having an office at 125 Park Avenue, 23rd Floor, New York, NY 10017 ("Assignor") in favor of Advantage Business Media LLC, a Delaware limited liability company having an office at 100 Enterprise Drive Rockaway, Suite 600, New Jersey 07866-0912 ("Assignee"). Capitalized terms not otherwise defined herein shall have the meanings ascribed to them in the Purchase Agreement.

WHEREAS, pursuant to that certain Asset Purchase Agreement, dated as of June 20, 2006 (the "Purchase Agreement"), by and among Assignor, Reed Elsevier Properties Inc. and Assignee, Assignor has agreed to execute this Assignment to enable Assignee to record the assignment of (i) the trademarks and trademark applications, and (ii) all divisions, reissues, reexaminations, substitutions, continuations, continuations-in-part, foreign counterparts, and extensions of the trademarks and trademark applications, in each case listed on Schedule 1 hereto (the "Assigned Marks").

NOW, THEREFORE, for good and valuable consideration provided in the Purchase Agreement, and other good and valuable consideration, the receipt and adequacy of which are acknowledged, the parties hereby agree as follows:

1. Assignor hereby conveys, transfers, and assigns to Assignee all right, title, and interest of Assignor in and to the Assigned Marks, including the right to sue and recover for damages for past, present and future infringement thereof and all related common law rights and goodwill associated therewith.
2. Assignor authorizes and requests the Commissioner of Patents and Trademarks of the United States and the equivalent office in each country in which Assigned Marks are registered to record Assignee as the owner of the Assigned Marks and issue any trademarks which may be granted on any applications included in the Assigned Marks to Assignee as assignee of the entire right, title and interest therein and thereto.
3. Assignor agrees to execute any powers of attorney, applications, assignments, declarations, affidavits, and other papers and to take such further actions as may be necessary to transfer, record and perfect the right, title, and interest of Assignee in the Assigned Marks.

REED ELSEVIER INC.

By: *Julie A. Goldberger*
 Name: Julie A. Goldberger
 Title: Vice President & Deputy General Counsel

STATE OF New York
 COUNTY OF New York

On this 30th day of June, 2006, before me the signatory above personally appeared and acknowledged to be the above-stated officer of Reed Elsevier Inc., and that in such capacity, being authorized so to do, executed the foregoing instrument for the purposes therein contained.

Patricia McNicholas
 Notary Public
 [SEAL]

PATRICIA McNICHOLAS
 Notary Public, State of New York
 No. 01MC6121937
 Qualified in New York County
 Term Expires February 7, 2009

Schedule 1 to REI Trademark Assignment

REI Assigned Marks

MARK	OWNER	COUNTRY	APP.#	REG.#	STATUS
BIOSCIENCE TECHNOLOGY	REI	USA	76309762	2655147	Registered
BIOSCIENCE TECHNOLOGY	REI	USA	76310536	2670585	Registered
CED	REI	USA	73597092	1436388	Registered
CHEMICAL EQUIPMENT	REI	Argentina	2214263	2003759	Registered
CHEMICAL EQUIPMENT	REI	Brazil	821604678	n/a	Pending
CHEMICAL EQUIPMENT	REI	Brazil	821604660	8.22E+08	Registered
CHEMICAL EQUIPMENT	REI	Mexico	390199	627751	Registered
CHEMICAL EQUIPMENT	REI	USA	72274869	859119	Registered
CHEMICAL EQUIPMENT	REI	USA	74068525	1646823	Registered
CHEMICAL EQUIPMENT	REI	USA	75650999	2357130	Registered
CHEMICAL EQUIPMENT	REI	USA	76130207	2566897	Registered
CHEM.INFO	REI	USA	78833326	n/a	Pending Application
CHEM.INFO	REI	USA	78833312	n/a	Pending Application
ECN**	REI	USA	73051197	1074965	Registered
ECN LITERATURE NEWS**	REI	USA	73/211260	1159114	Registered
FOOD MANUFACTURING	REI	USA	78396814	3003941	Registered
G&P	REI	USA	78806713	n/a	Pending Application
GENOMICS & PROTEOMICS	REI	USA	76492024	2777029	Registered
IMPO	REI	USA	76544453	2876834	Registered
INDUSTRIAL MAINTENANCE & PLANT OPERATION	REI	USA	75663273	2343124	Registered
LABORATORY EQUIPMENT	GORDON PUBLICATIONS, INC.*	USA	72274870	859853	Registered
LABORATORY EQUIPMENT	REI	USA	74069501	1648138	Registered
MEDICAL DESIGN TECHNOLOGY	REI	USA	75287258	2124577	Registered
MEDICAL DESIGN TECHNOLOGY	REI	USA	78477166	3062601	Registered
MEDICAL DESIGN TECHNOLOGY	REI	USA	75776437	2330445	Registered
MEDICAL DESIGN TECHNOLOGY	REI	USA	76544452	2878913	Registered
PHARMACEUTICAL PROCESSING	REI	USA	74087410	1651230	Registered
PHARMACEUTICAL PROCESSING	REI	USA	75146459	2091089	Registered
PHARMACEUTICAL PROCESSING	REI	USA	75809572	2486774	Registered
PRODUCT DESIGN & DEVELOPMENT	REI	USA	73218916	1170127	Registered
PRODUCTION TECHNOLOGY NEWS	REI	USA	78511830	n/a	Pending Application
SCIENTIFIC COMPUTING & AUTOMATION	REI	USA	629851	1435119	Registered
SCIENTIFIC COMPUTING & INSTRUMENTATION	REI	USA	75584509	2331594	Registered
SURGICAL PRODUCTS	REI	USA	73496187	1318760	Registered
SURGICAL PRODUCTS	REI	USA	78753168	n/a	Pending Application
SURGICAL PRODUCTS	REI	USA	78755829	n/a	Pending Application
WIRELESS	REI	USA	78804340	n/a	Pending Application
WIRELESS	REI	USA	78804348	n/a	Pending Application
WIRELESS DESIGN & DEVELOPMENT	REI	USA	75750995	2379261	Registered

MARK	OWNER	COUNTRY	APP #	REG #	STATUS
WIRELESS DESIGN AND DEVELOPMENT	REI	USA	74347987	1837292	Registered
WIRELESS INTERNET MAGAZINE	REI	USA	76/160823	2497374	Registered
WIRELESS WEEK	REI	USA	74680546	2137641	Registered
WIRELESS WEEK ASIAN EDITION	REI	Australia	855515	855515	Registered
WIRELESS WEEK ASIAN EDITION	REI	Hong Kong	25291/2000	B137682002	Registered
WIRELESS WEEK ASIAN EDITION	REI	Japan	2000-119765	4495630	Registered
WIRELESS WEEK ASIAN EDITION	REI	New Zealand	626506	626507	Registered
WIRELESS WEEK ASIAN EDITION	REI	South Korea	40 2000 51191	n/a	Pending Application
WIRELESS WEEK EAST	REI	Japan	2000-100594	4488862	Registered
INFOLINK***	REI	n/a	n/a	n/a	Common law mark
EITD	REI	n/a	n/a	n/a	Common law mark
Electronics Industry Telephone Directory	REI	n/a	n/a	n/a	Common law mark

* Merged into REI.

** An affiliate of the Sellers owns and utilizes, and will continue to own and utilize, similar marks in Europe in connection with an unrelated publication named European Chemical News.

*** An affiliate of the Sellers owns and utilizes, and will continue to own and utilize, the following domain name in connection with an unrelated business: www.infolink.com.au