

**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:	08/21/2006

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Grand View Media Group, Inc.		08/21/2006	CORPORATION: ALABAMA

**RECEIVING PARTY DATA**

Name:	EBSCO Industries, Inc.
Street Address:	5724 Highway 280 East
City:	Birmingham
State/Country:	ALABAMA
Postal Code:	35242
Entity Type:	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 13**

Property Type	Number	Word Mark
Registration Number:	1279808	CM
Registration Number:	1709958	CLEANING MANAGEMENT
Registration Number:	2009639	PROFESSIONAL CARWASHING & DETAILING
Registration Number:	2045394	CM CLEANING & MAINTENANCE MANAGEMENT
Registration Number:	2279193	CMI
Registration Number:	2376033	CM CLEANFAX
Registration Number:	2392076	CLEANING & MAINTENANCE CM DISTRIBUTION
Registration Number:	2424392	CLEANING MANAGEMENT INSTITUTE
Registration Number:	2432748	CM EXPO
Registration Number:	2474695	THE DATAMINE
Registration Number:	2479452	CM CLEANING MANAGEMENT INSTITUTE
Registration Number:	2537933	WATER TECHNOLOGY
Registration Number:	3076049	CM EDU CON

OP \$340.00 1279808

CORRESPONDENCE DATA

Fax Number: (404)685-7070

*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

Phone: 404 815 3770

Email: caholland@sgrlaw.com

Correspondent Name: Christopher A. Holland

Address Line 1: 1230 Peachtree Street, N.E.

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Address Line 4: Atlanta, GEORGIA 30309

ATTORNEY DOCKET NUMBER:	043802.071
NAME OF SUBMITTER:	Christopher A. Holland
Signature:	/Christopher A. Holland/
Date:	10/02/2006

Total Attachments: 3

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## ASSIGNMENT OF TRADEMARKS

This ASSIGNMENT OF TRADEMARKS (this "Assignment") is made as of the 30<sup>th</sup> day of June, 2006 by and between NTP Media, Inc., a New York corporation formerly known as National Trade Publications, Inc. with a principal address at 13 Century Hill Drive, Latham, New York 12110 ("Assignor") and Grand View Media Group, Inc., an Alabama corporation with a principal address at 200 Croft Street, Suite 1, Birmingham, Alabama 35242 ("Assignee"). This Assignment is being entered into pursuant to the Asset Purchase Agreement, dated as of June 23, 2006, among Assignor, Assignee and the shareholders and principals of Assignor (the "Purchase Agreement").

The Purchase Agreement provides that the parties hereto shall enter into this Assignment in order to assign and contribute certain of the Assignor's intellectual property assets to Assignee as prescribed herein. Assignor owns certain trade names, trademarks and service marks, including without limitation, those that are the subject of the registrations and applications listed on Schedule A attached hereto (cumulatively, the "Assigned Marks").

Now, therefore, in consideration of the premises and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

1. Assignor does hereby assign, convey, transfer and deliver to Assignee all right, title and interest in and to the Assigned Marks, together with the goodwill of the business appertaining thereto and which is symbolized by the Assigned Marks, the right to secure all renewals and extensions thereof in all countries, and the right to sue and recover for, and the right to profits or damages due or accrued arising out of or in connection with, any and all past, present or future infringements or dilution of or damage or injury to the Assigned Marks or the accompanying goodwill.
2. Assignor agrees that, upon reasonable request it will, at any time without charge to Assignee but at Assignee's expense, furnish all necessary documentation reasonably available to Assignor relating to or supporting chain of title, sign all appropriate papers, take all rightful oaths, and do all rightful acts which may be reasonably necessary for vesting title to, and effecting the transfer and recording of, the Assigned Marks in Assignee, its successors, assigns and legal representatives or nominees.
3. Assignor and Assignee intend, acknowledge and agree that Assignee is a successor to the ongoing and existing business of Assignor within the meaning of 15 U.S.C. §1060(a)(1), including the business assets and the goodwill to which the Assigned Marks pertain.

[Signatures Follow]

In witness whereof, the parties have caused this Assignment of Trademarks to be executed by their duly authorized representatives as of the date written above.

**NTP MEDIA, INC. (f/k/a National Trade Publications, Inc.)**

By: [Signature]  
Name: Humphrey S. Tyler  
Title: President

**GRAND VIEW MEDIA GROUP, INC.**

By: [Signature]  
Name: RICHARD L. BOZZELL  
Title: VICE PRESIDENT & TREASURER

Trademark Files

	LNG File No.	Mark	Serial No.	Filing Date	Registration No.	Registration Date	Status
1	60642.MI	CM (STYLIZED) Trademark	396,329	09/30/1982	1,279,808	05/29/1984	Renewal Due 05/29/2014
2	60643.MI	CLEANING MANAGEMENT Trademark	74/126,223	12/17/1990	1,709,958	08/25/1992	Renewal Due 08/25/2012
3	60667.MI	PROFESSIONAL CAR WASHING & DETAILING Trademark	74/671,886	05/08/1995	2,009,639	10/22/1996	Renewal Due 10/22/2006
4	60644.MI	CM CLEANING & MAINTENANCE MANAGEMENT Trademark	74/671,888	05/08/1995	2,045,394	03/18/1997	Renewal Due 03/18/07
5	60637.MI	CMI & DESIGN Trademark/Service Mark	75/509,185	06/26/1998	2,279,193	09/21/1999	Permitted to lapse: no longer in use
6	60682.MI	CM CLEANFAX Trademark	75/569,620	10/14/1998	2,376,033	08/08/2000	8&15 Due 08/08/2006
7	60681.MI	CLEANING & MAINTENANCE CM DISTRIBUTION Trademark	75/538,556	08/18/1998	2,392,076	10/03/2000	8&15 Due 10/03/2006
8	60641.MI	CLEANING MANAGEMENT INSTITUTE Trademark/Service Mark	75/509,167	06/26/1998	2,424,392	01/30/2001	8&15 Due 01/30/2007
9	60683.MI	CM EXPO Service Mark	75/633,789	02/03/1999	2,432,748	03/06/2001	8&15 Due 03/06/2007
10	60640.MI	THE DATAMINE Service Mark	75/169,210	09/20/1996	2,474,695	08/07/2001	8&15 Due 08/07/2007
11	60684.MI	CM CLEANING MANAGEMENT INSTITUTE and Design Trademark/Service Mark	75/917,623	02/09/2000	2,479,452	08/21/2001	8&15 Due 08/21/2007
12	60685.MI	WATER TECHNOLOGY Trademark	76/128,186	09/14/2000	2,537,933	02/12/2002	8&15 Due 02/12/2008
13	60629.MI	CM EDUCON Service Mark	78/512,136	11/05/2004	N/A	N/A	Application Pending