

01-26-2007



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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Assignor	SUNSHINE GROUP WORLDWIDE, LLC
Assignee	VNU BUSINESS MEDIA, INC.
Registration Nos. SEE ATTACHED SCHEDULE "A"	Issue Date: SEE ATTACHED SCHEDULE "A"
Service Marks:	SEE ATTACHED SCHEDULE "A"

Mail Stop Assignment
Recordation Services, Director
of the U.S. Patent and Trademark Office
P.O. Box 1450
Alexandria, VA 22313-1450

2007 AUG 12 AM 7:17
OPR/FINANC

TRADEMARK ASSIGNMENT RECORDATION FORM COVER SHEET

Dear Sir:

Please record the attached original document.

- Name and Address of Conveying party. Sunshine Group Worldwide, LLC, a limited liability company of the State of New York having its principal place of business at 770 Broadway; New York, NY 10003.
- Name and Address of Receiving Party. VNU BUSINESS MEDIA, INC.; a corporation of the State of Delaware having its principal place of business at 770 Broadway, New York City, NY 10003-9595.
- Nature of Conveyance: Assignment Execution Date: August 9, 2004.

08/13/2004 MBETACHE 00000008 75754640

01 FC:8521 40.00 OF
02 FC:8522 150.00 OF

Mailing Certificate: I hereby certify that this correspondence is today being deposited with the U.S. Postal Service as *First Class Mail* in an envelope addressed to: Mail Stop Assignment; Recordation Services, Director of the U.S. Patent and Trademark Office; P.O. Box 1450; Alexandria, VA 22313-1450.

8/10, 2004

Aaliyah Thornton
Aaliyah Thornton

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4. Name and Address of Party to Whom Correspondence Concerning Document should be mailed.

Gene S. Winter, Esquire
Kathryn Grant Belleau, Esquire
ST.ONGE STEWARD JOHNSTON & REENS LLC
986 Bedford Street
Stamford, CT 06905-5619
203 324-6155
tm-pto@ssir.com

5. Registration Numbers and Issue Dates: **SEE ATTACHED SCHEDULE "A"**
6. Total Number of Marks Involved: 7.
7. Total Fee (37 CFR 3.41). \$190.00 due.
8. Authorization to Charge Deposit Account. The Commissioner is hereby authorized to charge any additional fees due by this paper to Deposit Account No. 19-4516.
9. Statement and Signature. Total number of pages including cover sheet, attachments and document are 4. To the best of my knowledge and belief, the foregoing information is true and correct and any copy submitted herewith is a true copy of the original document.

Respectfully submitted,



Gene S. Winter
Kathryn Grant Belleau
ST.ONGE STEWARD JOHNSTON & REENS LLC
986 Bedford Street
Stamford, CT 06905-5619
203 324-6155
tm-pto@ssir.com

Country	Status	Name	File Date	Serial Number	Issue Date	Reg. Num.
United States	Registered	SHOWEAST	07/19/99	75/754,640	7/31/01	2472821
United States	Registered	CINEASIA	01/04/02	76/355,304	4/22/03	2708773
United States	Registered	CINEMA EXPO INTERNATIONAL	01/04/02	76/355,697	1/14/03	2674583
United States	Registered	SHOWEST	10/28/81	73/334,598	10/12/82	1212684
United States	Registered	SHOWEST SHOWCASE	11/24/98	75/595,075	4/18/00	2342803
United States	Registered	SHOWEST AWARDS	06/01/00	76/065,730	11/27/01	2512105
United States	Registered	FILM JOURNAL INTERNATIONAL	01/04/02	76/355,618	9/30/03	2768767

TOTAL P.06

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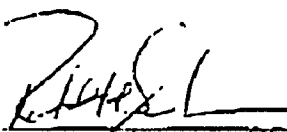
ASSIGNMENT

WHEREAS, Sunshine Group Worldwide, LLC, a New York limited liability company, having offices at 770 Broadway, New York, NY, 10003-9595; (hereinafter referred to as ASSIGNOR) had adopted and owns the trademark s identified in the attached Schedule "A;"

WHEREAS, VNU BUSINESS MEDIA, INC., a corporation of the State of Delaware, having offices at 770 Broadway, New York City, NY 10003-9595 (hereinafter ASSIGNEE) is desirous of acquiring all right, title and interest in and to said trademarks as set forth in the attached Schedule;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR does hereby assign, grant, transfer and otherwise convey to ASSIGNEE, its successors and assigns, its entire right, title and interest in and to the said trademarks identified in the attached Schedule "A," including but not limited to all of ASSIGNOR's common-law rights and registrations pertaining thereto, as well as all of the good will of the business symbolized by said trademarks, and the right to sue for past infringements thereof.

Sunshine Group Worldwide, LLC

By 
Robert Sunshine
Its President