

**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:	10/31/2001

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Standard Media International		10/31/2001	CORPORATION: DELAWARE

**RECEIVING PARTY DATA**

Name:	International Data Group, Inc.
Street Address:	5 Speen Street
City:	Framingham
State/Country:	MASSACHUSETTS
Postal Code:	01701
Entity Type:	CORPORATION: MASSACHUSETTS

**PROPERTY NUMBERS Total: 11**

Property Type	Number	Word Mark
Registration Number:	2508817	GLOBAL INTERNET SUMMIT
Registration Number:	2518175	GROK
Registration Number:	2498507	GROK
Registration Number:	2508382	THE INDUSTRY STANDARD'S INTELLIGENCER
Registration Number:	2486898	INTELLIGENCE STORE
Registration Number:	2521327	INTERNET ECONOMY INDEX
Registration Number:	2580472	INTERNET ECONOMY INDEX
Serial Number:	75262367	INTERNET INDUSTRY WORLD
Registration Number:	2484528	METRICS
Registration Number:	2485903	THE STANDARD 100
Registration Number:	2676392	THE STANDARD 100

**CORRESPONDENCE DATA**

CH \$290.00 2508817

Fax Number: (508)424-4807  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 508-935-4260  
Email: trademark\_docket@idg.com  
Correspondent Name: International Data Group, Inc.  
Address Line 1: 5 Speen Street  
Address Line 4: Framingham, MASSACHUSETTS 01701

ATTORNEY DOCKET NUMBER:	SMI TO IDG ASSIGNMENT
NAME OF SUBMITTER:	Elaine M. Senay
Signature:	/Elaine M Senay/
Date:	04/25/2007

Total Attachments: 10  
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TRADEMARK ASSIGNMENT

WHEREAS, International Data Group, Inc., a Massachusetts corporation ("Assignee"), desires to acquire certain trademark(s), application(s), and any registration(s) resulting therefrom, pursuant to and in connection with its acquisition of certain of the assets of Standard Media International, a Delaware corporation ("Assignor"),

WHEREAS, Assignor desires to transfer to Assignee all of Assignor's right, title, and interest, if any, in and to certain trademark(s), application(s), and any registration(s) resulting therefrom,

NOW THEREFORE, pursuant to that certain Asset Purchase Agreement ("Purchase Agreement"), dated as of October 31, 2001 by and between Assignor and Assignee, and Order (as defined in the Purchase Agreement), and for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee, all of Assignor's right, title, and interest, if any, including any common law rights it might own, in the United States of America and throughout the world, in and to the trademark(s) and any registrations and applications for said mark(s) listed in attached Exhibit A, together with the goodwill of the business connected with the use of and symbolized by said trademark(s), and the right to sue and recover for past, present and future infringements thereof.

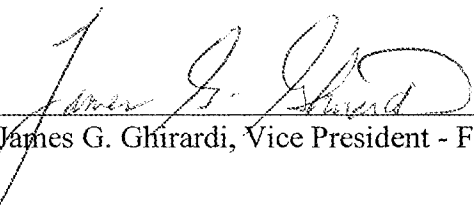
This Assignment is given pursuant to the provisions of the Purchase Agreement and Order, and is made subject to the terms and provisions of the Purchase Agreement and Order.

This Assignment is effective as of October 31, 2001.

STANDARD MEDIA INTERNATIONAL

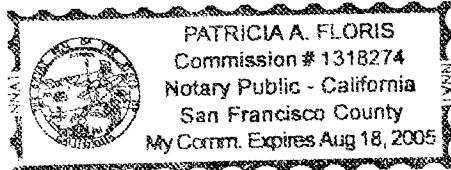
By:   
Christina Baxter, Finance Manager

INTERNATIONAL DATA GROUP, INC.

By:   
James G. Ghirardi, Vice President - Finance

COUNTRY OF U.S.A. )  
STATE OF CALIFORNIA ) SS.:  
COUNTY OF SAN FRANCISCO )

On this 31<sup>st</sup> day of October, 2001, before me personally appeared Christina Baxter, personally known to me or proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that she executed the same in her authorized capacity and that by her signature on the instrument, the person, or entity on behalf of which the person acted, executed the instrument.



(Seal)

*Patricia A. Floris*  
\_\_\_\_\_  
Notary Public *orig 8 of 20*

COUNTRY OF U.S.A. )  
THE COMMONWEALTH OF MASSACHUSETTS ) SS.:  
COUNTY OF SUFFOLK )

On this 31<sup>st</sup> day of October, 2001, before me personally appeared James G. Ghirardi, personally known to me or proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity and that by his signature on the instrument, the person, or entity on behalf of which the person acted, executed the instrument.

**MARION W. KIDDEE**  
Notary Public  
Commonwealth of Massachusetts  
My Commission Expires  
May 19, 2006

(Seal)

*Marion W. Kiddee*  
\_\_\_\_\_  
Notary Public

**Exhibit A**

**Marks**

Mark	Country	File Date	Serial Number	Status
Barefoot Billionaire	U.S.	10/21/99	75/810449	Abandoned
Brand Demander	U.S.	10/23/98	75/574722	Abandoned
Build From the Standard	European Community Trademark	08/10/00	1803139	Pending
Build From the Standard	Norway	08/15/00	200009439	Abandoned
Build From the Standard	Switzerland	08/17/00	09807/2000	Pending
Build From the Standard	U.S.	03/21/00	78/000300	Pending
Business Intelligence for the Internet Economy	European Community Trademark	02/05/00	1493766	Abandoned
Business Intelligence for the Internet Economy	U.S.	09/23/99	75/785584	Pending
Business Standard	Japan	06/11/01	200152474	Pending
Business Standard	Norway	11/22/00	200014342	Pending
Business Standard (The)	European Community Trademark.	09/07/00	0844547	Pending
Deal Watch Daily	U.S.	01/31/01	78/045786	Pending
Global Internet Economic Forum	U.S.	05/28/99	75/700059	Rejected
Global Internet Policy Forum	U.S.	08/09/99	75/750410	Rejected
Global Internet Summit	Australia	03/03/00	825939	Pending
Global Internet Summit	European Community Trademark	03/06/00	1049482	Pending
Global Internet Summit	European Community Trademark	02/25/00	1528041	Pending
Global Internet Summit	U.S.	01/07/00	75/885439	Pending
Global Internet Summit Design	European Community Trademark	09/08/00	1850551	Pending
Global Internet Summit Design	U.S.	04/04/00	78/002518	Pending
Grok	U.S.	07/30/99	75/745188	Pending
Grok	U.S.	10/31/00	78/033119	Pending
Grok Shop	U.S.	07/30/99	75/745191	Abandoned
I DEALS Design	U.S.	04/04/00	78/002519	Pending
IB2B	Australia	03/08/00	832835	Rejected
IB2B	Canada	03/09/00	1049989	Pending
IB2B	European Community Trademark	03/08/00	1546092	Pending
IB2B	U.S.	01/07/00	75/891693	Abandoned

Mark	Country	File Date	Serial Number	Status
IB2B Internet Business to Business	U.S.	05/28/99	75/700058	Abandoned
IDEALS.COM	U.S.	08/09/99	75/750412	Pending
Identity	U.S.	11/13/00	78/034918	Pending
Identity Brand Excellence in the Internet Economy	U.S.	11/13/00	78/034621	Pending
Industry Standard	Japan	??	110742701	Registered
Industry Standard (The)	Argentina	08/06/99	2233380	Pending
Industry Standard (The)	Argentina	08/06/99	2233377	Pending
Industry Standard (The)	Argentina	08/06/99	2233378	Pending
Industry Standard (The)	Argentina	08/06/99	2233379	Pending
Industry Standard (The)	Australia	08/09/99	802986	Pending
Industry Standard (The)	Brazil	08/19/99	821907816	Pending
Industry Standard (The)	Brazil	08/19/99	821907840	Pending
Industry Standard (The)	Brazil	08/19/99	821907859	Pending
Industry Standard (The)	Brazil	07/13/99	821808648	Pending
Industry Standard (The)	China	06/26/98	9800070705	Pending
Industry Standard (The)	China	06/26/98	9800070704	Registered
Industry Standard (The)	Czech Republic	08/12/99	145770	Rejected
Industry Standard (The)	European Community Trademark	08/02/99	1263425	Pending
Industry Standard (The)	Hungary	08/13/99	M9903841	Pending
Industry Standard (The)	India	09/14/99	876382	Pending
Industry Standard (The)	Japan	09/07/99	11-80806	Pending
Industry Standard (the)	South Korea	07/09/99	4519990001658	Rejected
Industry Standard (The)	Mexico	08/27/99	388914	Registered
Industry Standard (The)	Mexico	08/27/99	388915	Registered
Industry Standard (The)	Mexico	08/27/99	388916	Registered
Industry Standard (The)	New Zealand	08/10/99	314170	Rejected
Industry Standard (The)	New Zealand	08/10/99	314167	Rejected
Industry Standard (The)	New Zealand	08/10/99	314172	Rejected
Industry Standard (The)	New Zealand	08/10/99	314173	Rejected
Industry Standard (The)	New Zealand	08/10/99	314171	Rejected
Industry Standard (The)	New Zealand	05/01/01	636914	Pending
Industry Standard (The)	New Zealand	05/01/01	636915	Pending
Industry Standard (The)	New Zealand	05/01/01	636916	Pending
Industry Standard (The)	Norway	08/24/99	199908571	Pending
Industry Standard (The)	Singapore	08/25/99	T99/09242Z	Abandoned
Industry Standard (The)	Singapore	08/25/99	T99/09241A	Pending
Industry Standard (The)	Singapore	08/25/99	T99/09243H	Pending
Industry Standard (The)	Singapore	08/25/99	T99/09244F	Abandoned
Industry Standard (The)	Switzerland	08/17/99	07358/1999	Pending
Industry Standard (The)	Taiwan	08/13/99	88039779	Pending
Industry Standard (The)	Taiwan	08/13/99	88039779	Pending
Industry Standard (The)	Turkey	09/09/99	99914710	Rejected
Industry Standard (The)	U.S.	12/30/97	75/412269	Registered
Industry Standard (The)	Venezuela	09/13/99	1528299	Registered

Mark	Country	File Date	Serial Number	Status
Industry Standard (The)	Venezuela	09/03/99	1528599	Registered
Industry Standard (The)	Venezuela	09/03/99	1528899	Registered
Industry Standard 100 (The)	U.S.	02/09/01	78/047469	Pending
Industry Standard Net21 Awards (The)	U.S.	03/22/99	75/667311	Pending
Industry Standard's CEO Executive Retreat (The)	U.S.	05/28/99	75/700055	Abandoned
Industry Standard's Intelligencer (The)	U.S.	09/03/98	75/547928	Pending
Industry Standard's Net21 Honors (The)	U.S.	05/28/99	75/700054	Pending
Industry Standard's NetReturns 2000 (The)	U.S.	05/28/99	75/700056	Pending
Intelligence for the Internet Economy	European Community Trademark	02/05/00	1493642	Registered
Intelligence for the Internet Economy	U.S.	09/23/99	75/785586	Pending
Intelligence for the Internet Economy	U.S.	09/23/99	75/980313	Pending
Intelligence Store	European Community Trademark	02/05/00	1493584	Pending
Intelligence Store	U.S.	12/01/99	75/861421	Pending
Intelligencer	U.S.	09/03/98	75/547927	Registered
Internet Commerce	U.S.	12/17/96	75/214493	Abandoned
Internet Commerce	U.S.	12/07/98	75/594844	Rejected
Internet Economy Index	U.S.	06/16/99	75/729971	Pending
Internet Economy Index	U.S.	06/16/99	75/729972	Pending
Internet Industry	U.S.	03/21/97	75/262366	Abandoned
Internet Industry	U.S.	12/29/99	75/875285	Pending
Internet Industry Expo	U.S.	12/22/98	75/604530	Pending
Internet Industry News	U.S.	03/21/97	75/262368	Pending
Internet Industry Standard (The)	Argentina	08/06/99	2233385	Pending
Internet Industry Standard (The)	Argentina	08/06/99	2233386	Pending
Internet Industry Standard (The)	Argentina	08/06/99	2233387	Pending
Internet Industry Standard (The)	Argentina	08/06/99	2233388	Pending
Internet Industry Standard (The)	Australia	08/09/99	802984	Abandoned
Internet Industry Standard (The)	Brazil	08/19/99	821907832	Pending
Internet Industry Standard (The)	Brazil	08/19/99	821907891	Pending
Internet Industry Standard (The)	Brazil	08/19/99	821907867	Pending
Internet Industry Standard (The)	China	08/20/99	9900098587	Rejected



Mark	Country	File Date	Serial Number	Status
Internet Industry Standard (The)	China	08/20/99	9900098588	Rejected
Internet Industry Standard (The)	China	08/20/99	9900098596	Rejected
Internet Industry Standard (The)	China	08/20/99	9900098597	Rejected
Internet Industry Standard (The)	Czech Republic	08/12/99	145771	Rejected
Internet Industry Standard (The)	European Community Trademark	08/02/99	1263516	Pending
Internet Industry Standard (The)	Hungary	08/13/99	M9903842	Abandoned
Internet Industry Standard (The)	India	09/14/99	876381	Pending
Internet Industry Standard (The)	Japan	09/07/99	1180805	Pending
Internet Industry Standard (The)	South Korea	08/19/99	4519990002080	Pending
Internet Industry Standard (The)	Mexico	08/27/99	388917	Registered
Internet Industry Standard (The)	Mexico	08/27/99	388918	Registered
Internet Industry Standard (The)	Mexico	08/27/99	388919	Registered
Internet Industry Standard (The)	New Zealand	08/10/99	314169	Rejected
Internet Industry Standard (The)	New Zealand	08/10/99	214178	Abandoned
Internet Industry Standard (The)	New Zealand	08/10/99	314179	Rejected
Internet Industry Standard (The)	New Zealand	08/10/99	314180	Rejected
Internet Industry Standard (The)	New Zealand	08/10/99	314181	Rejected
Internet Industry Standard (The)	Norway	08/24/99	199908573	Pending
Internet Industry Standard (The)	Singapore	08/25/99	T99/09251I	Registered
Internet Industry Standard (The)	Singapore	08/25/99	T99/09249G	Pending
Internet Industry Standard (The)	Singapore	08/25/99	T99/09250J	Registered
Internet Industry Standard (The)	Singapore	08/25/99	T99/09252G	Registered
Internet Industry Standard (The)	Switzerland	08/17/99	07357/1999	Pending
Internet Industry Standard (The)	Taiwan	08/13/99	88039777	Pending
Internet Industry Standard (The)	Turkey	09/02/99	199914291	Rejected

Mark	Country	File Date	Serial Number	Status
Internet Industry Standard (The)	U.S.	12/30/97	75/412267	Pending
Internet Industry Standard (The)	Venezuela	09/03/99	1528699	Rejected
Internet Industry Standard (The)	Venezuela	09/03/99	1528799	Rejected
Internet Industry Standard (The)	Venezuela	09/03/99	1528399	Pending
Internet Industry Week	U.S.	03/24/97	75/262922	Pending
Internet Industry World	U.S.	03/21/97	75/262367	Pending
Internet Journal	U.S.	12/17/96	75/214368	Abandoned
Internet Journal	U.S.	01/22/99	75/621868	Pending
Internet Links	U.S.	12/17/96	75/214362	Pending
Internet Policy Forum	U.S.	08/09/99	75/750409	Rejected
Internet Power	U.S.	12/17/96	75/214370	Abandoned
Internet Review	U.S.	12/17/96	75/214371	Abandoned
Internet Standard	South Korea	08/19/99	2081/1999	Rejected
Internet Standard (The)	Argentina	08/06/99	2233381	Abandoned
Internet Standard (The)	Argentina	08/06/99	2233382	Abandoned
Internet Standard (The)	Argentina	08/06/99	2233383	Abandoned
Internet Standard (The)	Argentina	08/06/99	2233384	Abandoned
Internet Standard	Australia	08/09/99	802985	Abandoned
Internet Standard (The)	Brazil	08/19/99	821907824	Pending
Internet Standard (The)	Brazil	08/19/99	821907875	Pending
Internet Standard (The)	Brazil	08/19/99	821907883	Pending
Internet Standard (The)	China	08/20/99	9900098589	Rejected
Internet Standard (The)	China	08/20/99	9900098590	Rejected
Internet Standard (The)	China	08/20/99	9900098594	Rejected
Internet Standard (The)	China	08/20/99	9900098595	Rejected
Internet Standard (The)	Czech Republic	08/12/99	145772	Rejected
Internet Standard (The)	European Community Trademark	08/02/99	1263938	Pending
Internet Standard (The)	Hungary	08/13/99	M9903840	Abandoned
Internet Standard (The)	India	09/14/99	876380	Pending
Internet Standard (The)	Japan	09/07/99	1180804	Pending
Internet Standard (The)	Japan	??	11074271	Registered
Internet Standard (The)	Mexico	08/27/99	388911	Registered
Internet Standard (The)	Mexico	08/27/99	388912	Registered
Internet Standard (The)	Mexico	08/27/99	388913	Registered
Internet Standard (The)	New Zealand	08/10/99	314168	Rejected
Internet Standard (The)	New Zealand	08/10/99	314174	Abandoned
Internet Standard (The)	New Zealand	08/10/99	314175	Rejected
Internet Standard (The)	New Zealand	08/10/99	314176	Rejected
Internet Standard (The)	New Zealand	08/10/99	314177	Rejected
Internet Standard (The)	Norway	08/24/99	199908572	Pending
Internet Industry Standard (The)	Poland	11/23/00	Z-227699	Pending
Internet Standard (The)	Singapore	08/25/99	T99/092481	Pending

Mark	Country	File Date	Serial Number	Status
Internet Standard (The)	Singapore	08/25/99	T99/09247J	Abandoned
Internet Standard (The)	Singapore	08/25/99	T99/09246B	Pending
Internet Standard (The)	Singapore	08/25/99	T99/09245D	Pending
Internet Standard (The)	Switzerland	08/17/99	07359/1999	Pending
Internet Standard (The)	Taiwan	08/13/99	88039778	Pending
Internet Standard (The)	Turkey	09/09/99	1999/14711	Rejected
Internet Standard (The)	U.S.	11/25/98	75/589443	Rejected
Internet Industry Standard (The)	Venezuela	09/03/99	1528399	Pending
Internet Industry Standard (The)	Venezuela	09/03/99	1528499	Rejected
Internet Industry Standard (The)	Venezuela	09/03/99	1528799	Rejected
Internet Standard (The)	Venezuela	09/03/99	1528999	Pending
Internet Summit	U.S.	04/26/95	74/667503	Registered
Internet Talk	U.S.	12/17/96	75/214350	Abandoned
Internet Times	U.S.	12/17/96	75/214369	Pending
Lexicon	U.S.	08/09/99	75/750407	Abandoned
Media Grok	U.S.	08/28/98	75/544475	Registered
Media Summit	U.S.	02/25/00	75/945438	Pending
Metrics	European Community Trademark	02/05/00	1493600	Pending
Metrics	U.S.	12/01/99	75/861613	Registered
Net 21 Honors	Canada	03/06/00	1049483	Pending
Net 21 Honors	Australia	03/03/00	825938	Pending
Net 21 Honors	European Community Trademark	02/25/00	1528983	Pending
Net 21 Honors	U.S.	01/11/00	75/890597	Pending
Net Insights	U.S.	09/18/00	78/026424	Pending
Net Investor	European Community Trademark	05/09/01	2210474	Pending
Net Investor	Japan	05/29/01	200148087	Pending
Net Investor	U.S.	12/04/00	78/037685	Pending
Netrics	U.S.	02/28/00	75/950166	Abandoned
New Gig	European Community Trademark	02/04/00	1491018	Pending
New Gig	U.S.	08/20/98	75/539987	Registered
New Gig	U.S.	08/20/98	75/979071	Registered
New Gig	U.S.	08/28/98	75/544476	Registered
People, The Network, The Bottom Line (The)	U.S.	12/30/97	75/412268	Rejected
Rich List (The)	U.S.	07/31/99	75/765945	Cancelled
Rich List (The)	U.S.	07/31/99	75/765944	Cancelled
Roam	U.S.	12/11/00	78/038747	Pending
ShopGrok	U.S.	07/30/99	75/745189	Pending
Standard (The)	Brazil	07/07/99	821804367	Pending
Standard (The)	Brazil	07/07/99	821804375	Pending

Mark	Country	File Date	Serial Number	Status
Standard (The)	Canada	01/04/00	1041410	Pending
Standard (The)	European Community Trademark	12/22/99	1436278	Pending
Standard (The)	Japan	??	11074272	Registered
Standard (The)	Switzerland	04/04/00	04045/2000	Pending
Standard (The)	Turkey	04/17/00	2000/006953	Rejected
Standard (The)	U.S.	11/23/99	75/840241	Pending
Standard (The)	U.S.	11/23/99	75/980758	Pending
Standard 100	U.S.	02/09/01	78/047467	Pending
Standard 100 (The)	European Community Trademark	05/30/01	2239812	Pending
Standard 100 (The)	Japan	06/04/01	2001/50208	Pending
Standard 100 (The)	U.S.	08/09/99	75/750408	Pending
Standard 100 (The)	U.S.	12/05/00	76/176208	Pending
Standard 100 (The)	U.S.	02/09/01	78/047462	Pending
Standard - Intelligence for the Internet Economy (The)	European Community Trademark	02/14/00	1506351	Pending
Standard - Intelligence for the Internet Economy (The)	U.S.	02/11/00	75/930095	Pending
Standard Media	U.S.	02/25/00	75/945462	Pending
Standard U	U.S.	07/24/01	76/289413	Pending
StockGrok	U.S.	07/30/99	75/745190	Pending
TheStandard.com's CEO Executive Retreat	U.S.	05/28/99	75/700057	Abandoned
Web Industry	U.S.	03/21/97	75/262365	Abandoned
Web Industry News	U.S.	03/21/97	75/262363	Registered
Web Industry Week	U.S.	03/24/97	75/262905	Registered
Web World News	U.S.	03/21/97	75/262364	Abandoned