

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	CHANGE OF NAME		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
PENNWELL PUBLISHING COMPAY		07/09/1999	CORPORATION: OKLAHOMA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	PENNWELL CORPORATION		
<b>Street Address:</b>	1421 SOUTH SHERIDAN ROAD		
<b>City:</b>	TULSA		
<b>State/Country:</b>	OKLAHOMA		
<b>Postal Code:</b>	74112		
<b>Entity Type:</b>	CORPORATION: OKLAHOMA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2458700	POWER INDUSTRY DECISION MAKERS' DATABASE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(703)739-9577		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	703-739-4900		
<b>Email:</b>	BTAYLOR@STITES.COM		
<b>Correspondent Name:</b>	BREWSTER TAYLOR		
<b>Address Line 1:</b>	1199 NORTH FAIRFAX STREET		
<b>Address Line 2:</b>	SUITE 900		
<b>Address Line 4:</b>	ALEXANDRIA, VIRGINIA 22314		
<b>ATTORNEY DOCKET NUMBER:</b>	T02941US0		
<b>NAME OF SUBMITTER:</b>	BREWSTER TAYLOR		
<b>Signature:</b>	/bt/		

OP \$40.00 2458700

Date:

05/16/2007

Total Attachments: 2

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# Power Industry Decision Makers Database®

## Direct Mail List

The Power Industry Decision Makers Database is a combined list of subscribers to Power Engineering, Power Engineering International, Electric, Light & Power, Utility Automation & Engineering/T&D, Renewable Energy World, Cogeneration and Onsite Power Production and Energy conference attendees.

### List Rental Rates:

Domestic \$140/M 5000 name minimum  
 International \$260/M 3000 name minimum  
 (International counts upon request)  
 (M = per thousand)

### BUSINESS INDUSTRY

### U.S. Counts

#### \*ELECTRIC UTILITIES

IOU's (Investor Owned Utilities)..... 47,289  
 Municipal Electric Utilities..... 13,332  
 REMC/Co-ops (Rural Electric Member Cooperative)..... 6,081  
 Other Utilities including Public, Federal and State..... 10,303  
 Federal Power Agency..... 1,763

#### \*IPP'S/MARKETERS/POOLS

IPP's (Independent Power Producers)..... 8,403  
 Self Generators.....10,037  
 Power Marketing/Pools/Broker/Finance/Supply/District..... 264

#### \*REGULATORY AGENCIES/POWER PLANT DESIGNERS/CONSTRUCTION/ENG

Regulatory/Power/State/Public Health Agencies,  
 Commission, including EPA.....490  
 Consultant/Consulting Engineers/Construction/Architecture.... 26,399  
 Specifier for OEM (Original Equipment Manufacturer)..... 453

#### \*CONTRACTORS/SUPPLIERS/MANUFACTURERS

Manufacturer/Vendor/Manufacturer's Rep..... 14,802  
 Water/Wastewater Utility/System.....2,566  
 Gas Utility/Pipeline Company.....1,369  
 Aggregator, Energy Svc Provider, Svc Company, End User... ..5,949

### JOB FUNCTION

General/Corp Management.....54,034  
 Engineering Management.....22,873  
 Engineering Staff/Planning/Design/Performance/R&D..... 29,747  
 Operations Management..... 19,607  
 Operations Staff/Maintenance/Const/Fleet.....17,579  
 Purchasing/Stores/Inventory..... 1,246  
 Marketing/Customer Service.....2,512  
 MIS (Management Information Services).....2,348  
 Others.....13,383

**FORM OF ENERGY USED**

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Coal.....	26,911
Oil.....	27,201
Gas.....	33,903
Nuclear.....	15,395
Hydro.....	16,176
Waste.....	11,373
Wind.....	11,044
Solar.....	8,383
Other incl. Petro/Coke/Decommissioning .....	3,764

**Selection Charges:**

Business/Industry	+\$10/M
Job Function	+\$10/M
Form of Energy	+\$10/M
State/SCF/Country	+\$10/M
Key Code	+\$ 3/M

**Commission Credit Policy:**

Broker Commission 20% Ad Agency 15%

**Method of Addressing:**

Pressure Sensitive Labels	+\$10/M
Diskette	+\$50/Flat (3 1/2"ASCII Comma Delimited)
Email	+\$50/Flat
CD ROM	+\$50/Flat

**Delivery Schedule:**

Delivery in 3 to 5 working days depending on the delivery service you request.  
Shipping is at cost on your preference of service.

**List Rental Agreement and sample mail piece** are required on all orders.

We reserve the right to request pre-payment on orders or to refuse any mailing piece or impose special rates on industry non-advertisers.

List available for one-time mail use.

**\*NEW E-MAIL LIST AVAILABLE** Same Selections Call for Details

**Contact:**

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Count sheet updated 9/06