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
Ascend Media Professional Services, LLC		08/31/2007	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	BNP Media II, LLC
Street Address:	2401 W. Big Beaver
Internal Address:	Suite 700
City:	Troy
State/Country:	MICHIGAN
Postal Code:	48084
Entity Type:	LIMITED LIABILITY COMPANY: MICHIGAN

PROPERTY NUMBERS Total: 23

Property Type	Number	Word Mark
Registration Number:	3066926	MEAT & DELI RETAILER
Registration Number:	3134940	REFRIGERATED & FROZEN FOODS RETAILER
Registration Number:	2296366	BRAND PACKAGING
Registration Number:	2456873	CONFECTIONER
Registration Number:	2432816	REFRIGERATED & FROZEN FOODS
Registration Number:	2988392	MEAT & DELI RETAILER
Registration Number:	3090239	DESIGN GALLERY
Serial Number:	78661369	STAGNITO'S ROLLOUT
Registration Number:	2822538	STAGNITO'S NEW PRODUCTS MAGAZINE
Registration Number:	2801600	PRIVATE LABEL BUYER
Registration Number:	2769118	PLBUYER
Registration Number:	2241473	FOOD & DRUG PACKAGING
Registration Number:	2352458	PACKAGING THAT SELLS

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Registration Number:	2411494	FLEXIBLE PACKAGING
Registration Number:	2415479	PACKAGING THAT SELLS
Registration Number:	3112050	R&FF
Serial Number:	78883688	FOOD SAFETY AND SECURITY SUMMIT
Serial Number:	78883655	FARM TO PLATE
Serial Number:	78883670	FOOD SAFETY SUMMIT EXPO & CONFERENCE
Serial Number:	78910709	FOOD SAFETY SUMMIT
Serial Number:	77083057	CONTRACT MANUFACTURING & PACKAGING
Serial Number:	77145668	PRIME OPERATOR
Serial Number:	77237619	FSR FOODSERVICE RETAILING

CORRESPONDENCE DATA

Fax Number: (248)203-0763

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

Phone: 248-203-0782

Email: ipmail@dykema.com

Correspondent Name: Jeffrey L. Doyle

Address Line 1: 39577 Woodward Ave.

Address Line 2: Suite 300

Address Line 4: Bloomfield Hills, MICHIGAN 48304

ATTORNEY DOCKET NUMBER:	003744-0022
NAME OF SUBMITTER:	Jeffrey L. Doyle
Signature:	/jeffrey l. doyle/
Date:	09/04/2007

Total Attachments: 11

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EXECUTION COPY

ASSIGNMENT OF INTELLECTUAL PROPERTY

This ASSIGNMENT OF INTELLECTUAL PROPERTY (the "Assignment") is made and entered into as of August 31, 2007, by and among BNP Media II, LLC, a Michigan limited liability company ("Buyer"), Ascend Media, LLC, a Delaware limited liability company, Ascend Media Professional Services, LLC, a Delaware limited liability company, and Stagnito Communications, Inc., a Delaware corporation (collectively "Sellers").

WHEREAS, Sellers use and own all right, title, and interest in and to certain trademarks and service marks as further described in the Purchase Agreement (as defined below), including, without limitation, those shown on the attached Schedule A (the "Marks"); and further own all right, title and interest in and to certain copyrights as further described in the Purchase Agreement, including, without limitation, those shown on the attached Schedule B (the "Copyrights"); and

WHEREAS, Sellers, Buyer and Ascend Media Holdings, LLC, a Delaware limited liability company, have entered into an Asset Purchase Agreement, dated as of even date herewith (the "Purchase Agreement;" capitalized terms used herein but not defined herein shall have the meanings ascribed to them in the Purchase Agreement), pursuant to which Sellers have agreed to sell, transfer, convey, assign and deliver to Buyer, and Buyer has agreed to purchase, acquire and accept the sale, transfer, conveyance, assignment and delivery of, all of Sellers' right, title, and interest in and to certain Intellectual Property, including the Marks and Copyrights listed on Schedules A and B, together with the goodwill associated with and symbolized by the Marks and Copyrights.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Sellers do hereby sell, transfer, convey, assign and deliver to Buyer and Buyer hereby purchases, acquires and accepts the sale, transfer, conveyance, assignment and delivery of Sellers' right, title and interest in and to the Marks and Copyrights, together with the goodwill associated with and symbolized by the Marks and Copyrights, and all registrations and applications therefor in the United States and any foreign country, including any renewals and extensions of the registrations that are or may be secured under the laws of the United States and/or any foreign country, now or hereafter in effect, together with all income, royalties or payments due or payable with respect to the Marks and Copyrights as of the date hereof and hereafter, including, without limitation, any and all claims for damages and the right to sue for past, present, or future infringement or other unauthorized use of the Marks and Copyrights.

Nothing herein shall be construed to expand, diminish or modify any of the rights or obligations of Buyer and Sellers set forth in the Purchase Agreement.

IN WITNESS WHEREOF, the undersigned have caused their duly authorized officers to execute this Assignment of Intellectual Property on the date first above written.

BNP MEDIA II, LLC

By: BNP Media, Inc., Its Manager

By:_____
Name: Harper T. Henderson
Title: Co-Chief Executive Officer

By:_____
Name: Haggart E. Henderson
Title: Co-Chief Executive Officer

By:_____
Name: Mitchell L. Henderson
Title: Co-Chief Executive Officer

ASCEND MEDIA, LLC

By:_____
Name: Cameron B. Bishop
Title: President & CEO

ASCEND MEDIA
PROFESSIONAL SERVICES, LLC

By:_____
Name: Cameron B. Bishop
Title: President & CEO

STAGNITO COMMUNICATIONS, INC.

By:_____
Name: Cameron B. Bishop
Title: President & CEO

IN WITNESS WHEREOF, the undersigned have caused their duly authorized officers to execute this Assignment of Intellectual Property on the date first above written.

BNP MEDIA II, LLC

By: BNP Media, Inc., Its Manager

By:_____
Name: Harper T. Henderson
Title: Co-Chief Executive Officer

By:_____
Name: Taggart E. Henderson
Title: Co-Chief Executive Officer

By:_____
Name: Mitchell L. Henderson
Title: Co-Chief Executive Officer

ASCEND MEDIA, LLC

By:_____
Name: Cameron B. Bishop
Title: President & CEO

ASCEND MEDIA
PROFESSIONAL SERVICES, LLC

By:_____
Name: Cameron B. Bishop
Title: President & CEO

STAGNITO COMMUNICATIONS, INC.

By:_____
Name: Cameron B. Bishop
Title: President & CEO

SCHEDULE A

TRADEMARKS/SERVICE MARKS

INTELLECTUAL PROPERTY LIST

Mark	Goods/ Services	Country	Class No.	Serial No./ Reg. No.	Filing Date/ Reg. Date	Renewal Date	Status
CASINO JOURNAL	Magazines of interest to those in the gaming industry	United States	IN016	75/216,574 2163497	12/20/1996 6/9/1998	6/9/2008	Registered
SLOT MANAGER	magazines of interest to those in the gaming industry	United States	IN016	78/466,317 3,001,732	8/12/2004 9/27/2005	9/27/2015	Registered
GAMING TECHNOLOGY SUMMIT	arranging and conducting tradeshows and business conferences in the field of gaming	United States	IN035	78/465,986 3,003,097	8/11/2004 9/27/2005	9/27/2015	Registered
BINGOWORLD	arranging and conducting tradeshow exhibitions in the field of bingo; arranging and conducting business conferences in the field of bingo	United States	IN035	78/466,192 3,034,892	8/12/2004 12/27/2005	12/27/2015	Registered
INDIAN GAMING BUSINESS	magazines of interest to those in the gaming industry	United States	IN016	78/465,980 3,008,086	8/11/2004 10/18/2005	10/18/2015	Registered
IGWB	magazines in the field of gaming and related industries First Use: 7/15/1990 In Commerce: 7/15/1990 computer services, namely, providing data bases in the field of gaming and related industries via a global computer network First Use: 3/31/1995 In Commerce: 3/31/1995	United States	IN016 IN042	75/256,106 2,194,887	3/12/1997 10/13/1998	10/13/2008	Registered
INTERNATIONAL GAMING & WAGERING BUSINESS	magazines in the field of gaming and related industries First Use: 7/15/1990 In Commerce: 7/15/1990 providing information in the field of gaming over a global computer network First Use: 3/31/1995 In Commerce: 3/31/1995	United States	IN016 IN035	75,256,107 2,278,684	3/12/1997 9/21/1999	9/21/2009	Registered

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INTELLECTUAL PROPERTY LIST

Mark	Goods/ Services	Country	Class No.	Serial No./ Reg. No.	Filing Date/ Reg. Date	Renewal Date	Status
NEW YORK GAMING SUMMIT	Arranging, conducting and sponsoring trade shows in the field of gaming Arranging and conducting educational conferences and seminars in the gaming field	United States	IN035 IN041	76/310,876 2647530	9/7/2001 11/5/2002	11/5/2012	Registered
SOUTHERN GAMING SUMMIT	Organization of trade shows in the field of gaming, sponsoring trade shows in the gaming field Education services, namely, conducting seminars in the field of gaming.	United States	IN035 IN041	75/918,822 2,495,736	2/14/2000 10/9/2001	10/9/2011	Registered
NORTHERN GAMING SUMMIT	organization of trade shows in the field of gaming, sponsoring trade shows in the gaming field education services, namely, conducting seminars in the field of gaming	United States	IN035 IN041	75/918,817 2,495,735	2/14/2000 10/9/2001	10/9/2011	Registered
INTERNATIONAL GAMING & WAGERING BUSINESS	Magazines in the field of gaming and related industries. Providing information in the field of gaming over a global computer network.	International	IN016 IN035	845167 845167	11/23/2004 4/21/2005	11/23/2014	Registered
INTERNATIONAL GAMING & WAGERING BUSINESS	Magazines relating to gaming and wagering Providing information relating to gaming over a global computer network	United Kingdom	IN016 IN035	845167 845167	11/23/2004 10/16/2006	11/23/2014	Registered
SNACK FOOD & WHOLESALE BAKERY	periodical publications, namely, magazines in the field of food production	United States	IN016	78/597,026 3,082,231	3/29/2005 4/18/2006	4/18/2016	Registered
MEAT & DELI RETAILER	Advertising services, namely, providing advertising space in journals, magazines, newsletters, and supplements that provide general information, marketing strategies, product analysis, and retail statistics about food products and services to others in the fields of retail distribution, marketing, and sales of meat and deli products	United States	IN035	78/456,410 3,066,926	7/26/2004 3/7/2006	3/7/2016	Registered

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INTELLECTUAL PROPERTY LIST

Mark	Goods/ Services	Country	Class No.	Serial No./ Reg. No.	Filing Date/ Reg. Date	Renewal Date	Status
REFRIGERATED & FROZEN FOODS RETAILER	DELETED - downloadable online journals, magazines, newsletters, and supplements therefor that provide general information, marketing strategies, product analysis, and retail statistics about frozen foods, seafood, dairy products, value-added produce, meat, and value added-deli products to others in the fields of purchasing, authorizing purchases, and recommending purchases of refrigerated and frozen food products online publication of portions of journals, magazines, newsletters, and supplements that provide general information, marketing strategies, product analysis, and retail statistics about frozen foods, seafood, dairy products, value-added produce, meat, and value added-deli products to others in the fields of purchasing, authorizing purchases, and recommending purchases of refrigerated and frozen food products, said online publication containing portions of print pubications that are sent to users by ordinary mail	United States	IN009 IN041	78/456,389 3,134,940	7/26/2004 8/29/2006	8/29/2016	Registered
BRAND PACKAGING	publications, namely, magazines featuring the subject of product packaging First Use Date: 1997-05-14 First Use in Commerce Date: 1997-05-14 advertising services in the nature of dissemination of advertising materials First Use Date: 1998-11-01 First Use in Commerce Date: 1998-11-01 educational services in the nature of offering seminars and workshops and research papers in the field of product packaging First Use Date: 1998-11-01 First Use in Commerce Date: 1998-11-01 on-line publications distributed and displayed via electronic networks, namely, magazines featuring the subject of product packaging First Use Date: 1997-07-01 First Use in Commerce Date: 1997-07-01	United States	IN016 IN035 IN041 IN042	75/190,762 2,296,366	10/31/1996 11/30/1999	11/30/2009	Registered
THE NATIONAL PROVISIONER	Periodical Publication Published Weekly	United States	IN016	71/135,809 139,981	8/5/1930 3/1/1930	3/1/2011	Registered

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INTELLECTUAL PROPERTY LIST

Mark	Goods/ Services	Country	Class No.	Serial No./ Reg. No.	Filing Date/ Reg. Date	Renewal Date	Status
INDUSTRIA ALIMENTICIA	trade magazine for the food processing industry advertising services, namely, providing advertising space in a periodical	United States	IN016 IN035	75/677,559 2,379,015	4/8/1999 8/22/2000	8/22/2010	Registered
DAIRY FIELD	Magazine	United States	IN016	73/242,960 1,177,168	12/14/1979 11/10/1981	11/10/2011	Registered
CONFECTIONER	Trade magazine, newsletters, feature reports and supplements in the field of confectionery and snack products First Use Date: 1983-07-01 First Use in Commerce Date: 1983-07-01 Advertising services, namely, providing advertising space in magazines, newsletters, feature reports, and supplements in the field of confectionery and snack products First Use Date: 1983-07-01 First Use in Commerce Date: 1983-07-01 Providing newsletters and information by means of a global computer information network in the field of confectionery and snack products First Use Date: 1996-03-09 First Use in Commerce Date: 1996-03-09	United States	IN016 IN035 IN042	75/838,498 2,456,873	11/2/1999 6/5/2001	6/5/2011	Registered
CANDY INDUSTRY	magazines in the field of candy manufacturing, packaging and marketing	United States	IN016	74/476,265 1,871,304	1/4/1994 1/3/1995	1/3/2015	Registered
BEVERAGE INDUSTRY	bi-weekly trade publication for the beverage industry	United States	IN016	74/283,406 1,750,144	6/10/1992 2/2/1993	2/2/2013	Registered
REFRIGERATED & FROZEN FOODS	Trade magazine for the food processing industry Advertising services, namely, providing advertising space in a periodical	United States	IN016 IN035	75/677,558 2,432,816	4/8/1999 3/6/2001	3/6/2011	Registered
MEAT & DELI RETAILER	Printed publications, namely, journals, magazines, newsletters, and supplements to the foregoing providing general information, marketing strategies, product analysis, and retail statistics about food products and services to others in the fields of retail distribution, marketing, and sales of meat and deli products	United States	IN016	78/456,395 2,988,392	7/26/2004 8/23/2005	8/23/2015	Registered
DESIGN GALLERY	annual periodical publication in the field of packaging, packaging materials, and brand identities	United States	IN016	78/638,251 3,090,239	5/26/2005 5/9/2006	5/9/2016	Registered
STAGNITO'S ROLLOUT	publications, namely, periodical online publications of interest to product developers in the food and beverage industry	United States	IN041	78/661,369	6/30/2005		Filed

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INTELLECTUAL PROPERTY LIST

Mark	Goods/ Services	Country	Class No.	Serial No./ Reg. No.	Filing Date/ Reg. Date	Renewal Date	Status
STAGNITO'S NEW PRODUCTS MAGAZINE	Trade magazine, newsletters, feature reports and supplements in the field of new food and beverage products, product supplies, product processing and product retail services Advertising services, namely, providing advertising space in magazines, newsletters, feature reports, and supplements in the field of new food and beverage products, product supplies, product processing and product retail services	United States	IN016 IN035	76/472,991 2,822,538	12/9/2002 3/16/2004	3/16/2014	Registered
PRIVATE LABEL BUYER	Trade magazine, newsletters, feature reports and magazines or journal supplements in the field of private label food and non-food products Advertising services, namely, providing advertising space in magazines, newsletters, feature reports, and supplements in the field of private label food and non-food products	United States	IN016 IN035	76/489,283 2,801,600	2/11/2003 12/30/2003	12/30/2013	Registered
PLBUYER	Trade magazine, newsletters, feature reports and supplements in the field of private label food and non-food products Advertising services, namely, providing advertising space in magazines, newsletters, feature reports, and supplements in the field of private label food and non-food products	United States	IN016 IN035	76/472,990 2,769,118	12/9/2002 9/30/2003	9/30/2013	Registered
FOOD & DRUG PACKAGING	magazines for the food and drug industry	United States	IN016	75/273,374 2,241,473	4/11/1997 4/27/1999	4/27/2009	Registered
PACKAGING THAT SELLS	printed publications, namely, magazines regarding the packaging industry First Use Date: 1998-10-15 First Use in Commerce Date: 1998-10-20 Electronic publications, namely, magazines, regarding the packaging industry, accessible via the global computer network. First Use Date: 1999-03-15 First Use in Commerce Date: 1999-03-15	United States	IN016 IN042	75/427,018 2,352,458	2/2/1998 5/23/2000	5/23/2010	Registered
FLEXIBLE PACKAGING	electronic publications, namely magazines, featuring information about packaging and the packaging industry accessible via the global computer network printed publications, namely magazines, featuring information about packagain and the packaging industry	United States	IN009 IN016	75/584,290 2,411,494	11/6/1998 12/5/2000	12/5/2010	Registered

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INTELLECTUAL PROPERTY LIST

Mark	Goods/ Services	Country	Class No.	Serial No./ Reg. No.	Filing Date/ Reg. Date	Renewal Date	Status
PACKAGING THAT SELLS	educational services, namely, conducting informational seminars pertaining to packaging	United States	IN041	75/786,059 2,415,479	8/26/1999 12/26/2000	12/26/2010	Registered
PACKAGING THAT SELLS	SERVICES: educational and informational presentations pertaining to packaging SERVICES: educational services, namely, conducting informational seminars pertaining to packaging	Canada	IN IN	1040425 TMA 557285	12/20/1999 2/1/2002	2/1/2017	Registered
FDP ONLINE	SERVICES: promoting of advertising in periodicals and on computer networks, in promoting internet related services, including the providing of bulletin boards, and services for the creation and management of web sites. SERVICES: preparing advertisements for others; dissemination of advertising for others via an on-line electronic communications network; computer services, namely, designing and implementing web sites for others.	Canada	IN IN	0827671 TMA515544	11/1/1996 8/26/1999	8/26/2014	Registered
FOOD & DRUG PACKAGING	bi-monthly food and drug packaging trade magazine	Canada	IN	0259879 TMA155610	11/18/1960 2/16/1968	2/16/2013	Registered
BRAND PACKAGING	WARES: publications, namely printed magazines and on-line magazines distributed via electronic networks, featuring the subject of product packaging. WARES: publications, namely, magazines featuring the subject of product packaging. SERVICES: advertising services in the nature of dissemination of advertising materials, and consulting and design services in the nature of offering seminars, workshops and research papers, in the field of product packaging. SERVICES: advertising services in the nature of dissemination of advertising materials; educational services in the nature of offering seminars and workshops and research papers in the field of product packaging; and on-line publications distributed and displayed via electronic networks, namely, magazines featuring the subject of product packaging.	Canada	IN IN IN IN	0,829,083 TMA536790	11/15/1996 11/7/2000	11/7/2015	Registered

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INTELLECTUAL PROPERTY LIST

Mark	Goods/ Services	Country	Class No.	Serial No./ Reg. No.	Filing Date/ Reg. Date	Renewal Date	Status
R&FF	periodical online publications, namely, online magazine featuring articles on interest to persons in the food and beverage industry periodical publications, namely, magazines of interest to persons in the food and beverage industry Advertising services, namely providing advertising space in a periodical magazine for advertising by others	United States	IN041 IN016 IN035	78/678,116 3,112,050	7/26/2005 7/4/2006	7/4/2016	Registered
FOOD SAFETY AND SECURITY SUMMIT	Arranging of exhibitions, seminars and conferences of interest to those in the retail and wholesale food industry and the food processing industry; providing online publications in the nature of brochures, programs, and magazine news articles of interest to those in the retail and wholesale food industry	United States	IN041	78/883,688	5/15/2006		Filed
FARM TO PLATE	printed periodicals of interest to meat processors and retailers providing online publications in the nature of magazines featuring articles of interest to meat processors and retailers; arranging of exhibitions, seminars and conferences of interest to meat processors and retailers	United States	IN016 IN041	78/883,655	5/15/2006		Filed
FOOD SAFETY SUMMIT EXPO & CONFERENCE	Arranging of exhibitions, seminars and conferences of interest to those in the retail and wholesale food industry and the food processing industry; providing online publications in the nature of brochures, programs, and magazine news articles of interest to those in the retail and wholesale food industry	United States	IN041	78/883,670	5/15/2006		Filed
FOOD SAFETY SUMMIT	Arranging of exhibitions, seminars and conferences of interest to those in the retail and wholesale food industry and the food processing industry; providing online publications in the nature of brochures, programs, and magazine news articles of interest to those in the retail and wholesale food industry	United States	IN041	78/910,709	6/17/2006		Filed
FLEXIBLE PACKAGING	advertising services, namely, advertising the goods of others in a periodical publication, namely, a magazine relating to packaging and the packaging industry	United States	IN035	77/060,697	12/9/2006		Filed

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INTELLECTUAL PROPERTY LIST

Mark	Goods/ Services	Country	Class No.	Serial No./ Reg. No.	Filing Date/ Reg. Date	Renewal Date	Status
FLEXIBLE PACKAGING	printed periodical publications, namely, magazines, newsletters, and magazine articles relating to packaging and the packaging industry providing online publications, namely, magazines, newsletters, and magazine articles relating to packaging and the packaging industry	United States	IN016 IN041	77/060,696	12/9/2006		Filed
CONTRACT MANUFACTURING & PACKAGING	printed publications, namely, magazines and magazine articles relating to packaging and the packaging industry advertising services, namely, advertising the goods of others in a publication, namely, a magazine relating to packaging and the packaging industry providing online publications, namely, magazines and magazine articles relating to packaging and the packaging industry	United States	IN016 IN035 IN041	77/083,057	1/15/2007		Filed
PRIME OPERATOR	printed publications, namely, magazines relating to, and of interest to, those involved in the foodservice industry providing online publications, namely, magazines, newsletters, and magazine articles relating to, and of interest to, those involved in the foodservice industry; arranging of exhibitions, seminars and conferences of interest to those in the food service industry	United States	IN016 IN041	77/145,668	4/1/2007 10/1/2007 Foreign filing date		Filed
FSR FOODSERVICE RETAILING	printed periodical publications, namely, magazines, newsletters, and magazine articles relating to the food service industry	United States	IN016	77/237,619	7/24/2007		Filed

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