

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	12/31/2009

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
H R Industries, Inc.		02/12/2010	CORPORATION: CALIFORNIA

RECEIVING PARTY DATA

Name:	Nielsen Business Media, Inc.
Street Address:	770 Broadway
Internal Address:	7th Floor
City:	New York
State/Country:	NEW YORK
Postal Code:	10003-9595
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	2320657	STAR POWER

CORRESPONDENCE DATA

Fax Number: (203)327-1096
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
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ATTORNEY DOCKET NUMBER:	03672-T0010B
NAME OF SUBMITTER:	Gene S. Winter

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**TRADEMARK
 REEL: 004148 FRAME: 0883**

OP \$40.00 2320657

Signature:	/Gene S. Winter/
Date:	02/12/2010
Total Attachments: 1 source=Assignment to Nielsen Business Media, Inc#page1.tif	

Trademark Assignment

WHEREAS, H R Industries, Inc., a California corporation, having offices at 5055 Wilshire Blvd., Los Angeles, CA, 90036-4396; (hereinafter referred to as ASSIGNOR) had adopted and owns the trademark the trademark STAR POWER, U.S. Trademark Reg. No. 2,320,657, registered February 22, 2000;

WHEREAS, Nielsen Business Media, Inc., a corporation of the State of Delaware, having offices at 770 Broadway, 7th Floor, New York, NY 10003-9595 (hereinafter ASSIGNEE) is desirous of acquiring all rights, title and interest in and to said trademark as set forth hereinabove;

NOW, THEREFORE, effective December 31, 2009, 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 said trademark STAR POWER, U.S. Trademark Reg. No. 2,320,657, registered February 22, 2000, 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 trademark, and the right to sue for past infringements thereof.

H R Industries, Inc.

Dated this 12th day of February, 2010

By



Mark S. Miller

Associate General Counsel