# 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 |
|---|---|---|---|
| Nielsen Business Media, Inc. | | 02/12/2010 | CORPORATION: DELAWARE |

RECEIVING PARTY DATA

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|---|---|
| Name: | e5 Global Media LLC |
| Street Address: | 770 Broadway |
| Internal Address: | 7th Floor |
| City: | New York |
| State/Country: | NEW YORK |
| Postal Code: | 10003 |
| Entity Type: | LIMITED LIABILITY COMPANY: DELAWARE |

PROPERTY NUMBERS Total: 1

| Property Type | Number | Word Mark |
|---|---|---|
| Registration Number: | 2320657 | STAR POWER |

OP $40.00 2320657

CORRESPONDENCE DATA

Fax Number: (203)327-1096
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*
Phone: 203-324-6155
Email: ccobb@ssjr.com
Correspondent Name: Gene S. Winter
Address Line 1: 986 Bedford Street
Address Line 2: St. Onge Steward Johnston & Reens
Address Line 4: Stamford, CONNECTICUT 06905

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|---|---|
| ATTORNEY DOCKET NUMBER: | 03672-T0010B |
| NAME OF SUBMITTER: | Gene S. Winter |

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|---|---|
| Signature: | /Gene S. Winter/ |
| Date: | 02/12/2010 |
| Total Attachments: 1<br>source=Assignment to e5 Global Media LLC#page1.tif | |

SSJR Ref 03672-T0010B GSW

## *Trademark Assignment*

**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 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**, e5 Global Media LLC, a limited liability company of the State of Delaware, having offices at 770 Broadway, 7th Floor, New York, NY 10003 (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.

**Nielsen Business Media, Inc.**

Dated this 12th day of February, 2010 By Mark S. Miller

Mark S. Miller
Associate General Counsel