

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
Nielsen Business Media, Inc.	FORMERLY VNU Business Media, Inc.	01/31/2010	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Kirkus Media LLC		
Street Address:	6411 Burleson Road		
City:	Austin		
State/Country:	TEXAS		
Postal Code:	78744		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	2418948	KIRKUS REVIEWS	
Registration Number:	3053954	KIRKUS	
Registration Number:	3172213	KIRKUS	
Registration Number:	3481938	NEW YORK IS BOOK COUNTRY	
CORRESPONDENCE DATA			
Fax Number:	(248)351-3082		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(248) 727-1386		
Email:	jbisdorf@jaffelaw.com		
Correspondent Name:	Jeremy D. Bisdorf		
Address Line 1:	201 S. Main St., Suite 300		
Address Line 4:	Ann Arbor, MICHIGAN 48104		
ATTORNEY DOCKET NUMBER:	KIRKUS-ASSETS		
NAME OF SUBMITTER:	Jeremy D. Bisdorf		

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TRADEMARK

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Signature:	/jdb/
Date:	02/19/2010
Total Attachments: 5 source=LIB01-#1859042-v1-Trademark_Assignment_(Executed_Cpy)#page1.tif source=LIB01-#1859042-v1-Trademark_Assignment_(Executed_Cpy)#page2.tif source=LIB01-#1859042-v1-Trademark_Assignment_(Executed_Cpy)#page3.tif source=LIB01-#1859042-v1-Trademark_Assignment_(Executed_Cpy)#page4.tif source=LIB01-#1859042-v1-Trademark_Assignment_(Executed_Cpy)#page5.tif	

TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (the "Assignment"), effective as of January 31, 2010 is between NIELSEN BUSINESS MEDIA, INC., a Delaware corporation ("Assignor") and KIRKUS MEDIA LLC, a Delaware limited liability company ("Assignee").

RECITALS:

A. This Assignment is being entered into in connection with that certain Asset Purchase Agreement, effective as of January 31, 2010, by and between Assignor and Assignee (the "Purchase Agreement"). All capitalized terms used but not defined in this Assignment shall have the meanings assigned to such terms in the Purchase Agreement.

B. Assignee desires to acquire all of Assignor's entire right, title and interest in and to the trademarks listed on Schedule A (the "Trademarks"), together with whatever goodwill is associated with the Trademarks.

C. Assignor desires to transfer to Assignee all of Assignor's rights in the Trademarks.

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged:

1. Pursuant to the terms and subject to the conditions of the Purchase Agreement, Assignor does hereby sell, assign, transfer, convey and set over unto Assignee all rights, title and interest in and to the Trademarks, together with all other goodwill associated with the Trademarks, including, but not limited to, any and all rights to register and to renew the Trademarks, together with all rights to sue and recover for past, present and future infringement thereof, to have and to hold forever for the sole and exclusive use and benefit of Assignee.

2. As a result of this Assignment, the Trademarks are to be held and enjoyed by Assignee for its own use and enjoyment and the use and enjoyment of its heirs, successors, assigns and legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this assignment, sale, conveyance and transfer had not been made.

3. Assignor shall, at any time after the Closing, upon Assignee's request and at Assignee's cost, execute and deliver any reasonable agreement, document, certificate or instrument and generally do all that is necessary or desirable to perfect the title to the Trademarks in Assignee, its heirs, successors, assigns or other legal representatives.

4. If applicable, Assignor hereby authorizes and requests the United States Patent and Trademark Office, and the corresponding entities or agencies in any applicable foreign countries, to record Assignee as owner of the Trademarks.

5. This Assignment shall be governed by and construed in accordance with the laws of the State of New York.

6. This Assignment may be executed in one or more counterparts, each of which will be deemed an original agreement, but all of which will be considered one instrument and will become a binding agreement when one or more counterparts have been signed by each of the parties and delivered to the other. A facsimile of this document bearing a party's signature or a printed copy of the original, signed document scanned in .pdf or .tiff format shall have the same legal force and effect as an original of such signature and shall be treated as an original document for evidentiary purposes.

[Signatures on the Next Page]

IN WITNESS WHEREOF, Assignor and Assignee have executed this Trademark Assignment as of the date first written above.

Assignor:

NIELSEN BUSINESS MEDIA, INC.,
a Delaware corporation

By: *P. Andrew B. Kuo*

Print Name: *Andrew B. Kuo*

Its: *Senior Vice President*

Assignee:

KIRKUS MEDIA LLC,
a Delaware limited liability company

By: _____

Print Name: _____

Its: _____

[Signature Page to Trademark Assignment]

IN WITNESS WHEREOF, Assignor and Assignee have executed this Trademark Assignment as of the date first written above.

Assignor:

NIELSEN BUSINESS MEDIA, INC.,
a Delaware corporation

By: _____

Print Name: _____

Its: _____

Assignee:

KIRKUS MEDIA LLC,
a Delaware limited liability company

By: 

Print Name: James Hull

Its: Authorized Representative

[Signature Page to Trademark Assignment]

TRADEMARK
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EXHIBIT A

Trademarks

Mark	Status/Status Date	Full Goods/Services
NEW YORK IS BOOK COUNTRY NEW YORK IS BOOK COUNTRY SN:77-279744 RN:3,481,938 Disclaimer: "NEW YORK"	Registered August 5, 2008	(Int'l Class: 35) Arranging and conducting trade shows and business conferences in the field of books and literature, directed to the literary industry
KIRKUS SN:78-508530 RN:3,172,213	Registered Principal Register - Sec. 2(F) November 14, 2006	(Int'l Class: 35) Arranging and conducting business conferences and seminars directed to the literary industry
KIRKUS SN:78-508548 RN:3,053,954	Registered Principal Register - Sec. 2(F) January 31, 2006	(Int'l Class: 16) Newsletters featuring reviews of books (Int'l Class: 41) Providing on-line newsletters featuring reviews of books
KIRKUS REVIEWS SN:75-788022 RN:2,418,948 Disclaimer: "REVIEWS"	Registered Principal Register - Sec. 2(F) 8 & 15 February 16, 2007	(Int'l Class: 16) Newsletters featuring reviews of general trade books