

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
Ideal Media, LLC		03/31/2010	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	CSP, LLC
Street Address:	1100 Jorie Boulevard
City:	Oak Brook
State/Country:	ILLINOIS
Postal Code:	60523
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 7

Property Type	Number	Word Mark
Registration Number:	1618689	FOODSERVICE DIRECTOR
Registration Number:	2860534	FOODSERVICE PRODUCTLINK
Registration Number:	1747067	HANDBOOK OF FOODSERVICE DISTRIBUTION
Registration Number:	2147797	ID
Registration Number:	1724129	ID UPDATE
Registration Number:	1632533	MENUMONITOR
Registration Number:	3579366	RESTAURANT BUSINESS

CORRESPONDENCE DATA

Fax Number: (212)303-2754
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 2124158600
 Email: emitchell@lockelord.com
 Correspondent Name: Locke Lord Bissell & Liddell LLP
 Address Line 1: 3 World Financial Center

CH \$190.00 1618689

Address Line 4: New York, NEW YORK 10281

ATTORNEY DOCKET NUMBER: 1004382: 029US - 035US

NAME OF SUBMITTER: Scott Greenberg

Signature: /Scott Greenberg/

Date: 04/19/2010

Total Attachments: 5
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TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (this "Trademark Assignment") is made, executed and delivered as of March 31, 2010 by Ideal Media, LLC, a Delaware limited liability company ("Assignor"), for the benefit of CSP, LLC, a Delaware limited liability company ("Assignee").

WHEREAS, Assignor and Assignee entered into that certain Asset Purchase Agreement dated as of the date hereof (the "Asset Purchase Agreement"), pursuant to which Assignee has purchased all of Assignor's right, title and interest in and to (i) the trademarks, service marks and applications and registrations therefor used or held for use primarily in the Business (as defined in the Asset Purchase Agreement) and (ii) all divisions, reissues, reexaminations, substitutions, continuations, continuations-in-part, foreign counterparts and extensions of such trademarks, service marks and applications, together with all goodwill associated therewith, including without limitation, the trademarks and service marks identified and set forth on Schedule A attached hereto (collectively, the "Marks").

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby irrevocably transfers and assigns to Assignee, and Assignee hereby accepts the transfer and assignment of, all of Assignor's right, title and interest in and to the Marks, together with the goodwill associated therewith, all rights to sue and recover and retain damages and costs and attorneys' fees for present and past infringement of any of the Marks, and any and all renewals and extensions thereof that may hereafter be secured under the laws now or hereafter in effect in the United States and any other jurisdiction, the same to be held and enjoyed by Assignee, its successors and assigns from and after the date hereof.

Assignor authorizes and requests the Commissioner of Patents and Trademarks of the United States and the equivalent office in each country in which the Marks are registered to record Assignee as the owner of the Marks and issue any trademarks or service marks which may be granted on any applications included in the Marks to Assignee as assignee of the entire right, title and interest therein and thereto.

Upon the reasonable request of Assignee, Assignor shall execute and deliver or cause to be executed and delivered such further instruments of transfer and assignment and take such further action as Assignee may reasonably request in order more effectively to transfer and assign, reduce to possession and record title to Assignee to any of the Marks.

Except to the extent that federal law preempts state law with respect to any particular transfer or assignment covered hereby, this Trademark Assignment shall be governed by and construed in accordance with the laws of the State of Delaware, without giving effect to the principles of conflicts of laws thereof, and any dispute relating to this Trademark Assignment shall be resolved in accordance with the terms and provisions of the Asset Purchase Agreement, including, without limitation, to cooperate in the prosecution or defense of any infringement or other proceedings that may arise in connection with any of the Marks including, but not limited to, testifying as to any facts relating to the Marks assigned herein and this Trademark Assignment.

Nothing in this Trademark Assignment, express or implied, is intended or shall be construed to modify, expand or limit in any way the rights of the parties under, or the terms or provisions of, the Asset Purchase Agreement. To the extent any term or provision herein conflicts or is inconsistent with the Asset Purchase Agreement, the terms and provisions of the Asset Purchase Agreement shall control.

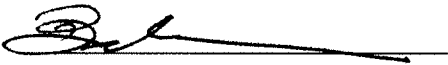
Nothing in this Trademark Assignment, express or implied, is intended or shall be construed to confer upon or give to any individual or entity, other than Assignor and Assignee and their respective successors and assigns, any rights or remedies under or by reason of this Trademark Assignment or any term, covenant or condition hereof, and all the terms, covenants and conditions, promises and agreements contained in this Trademark Assignment shall be for the sole and exclusive benefit of Assignor and Assignee and their respective successors and assigns.

This Trademark Assignment may be executed in two or more counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument. Signatures of the parties transmitted by facsimile or other electronic means shall be deemed to be their original signatures for all purposes.

[Signatures Follow]

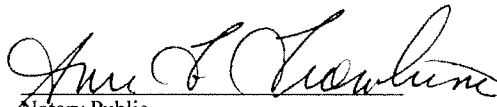
IN WITNESS WHEREOF, each of the undersigned has caused this Trademark Assignment to be duly executed on its behalf by its duly authorized officer as of the date first written above.

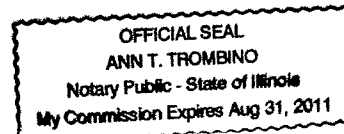
IDEAL MEDIA, LLC

By: 
Name:
Title:

COUNTY OF

On this 31st day of March, 2010, before me personally came Brian J. Reshefsky, the President and Chief Operating Officer of Ideal Media, LLC, to me known and known to me to be the same person described in and who executed the foregoing instrument and duly acknowledged to me that this document was executed as the free act and deed of the Assignor.


Notary Public



ACCEPTED:

CSP, LLC

By: _____
Name:
Title:

IN WITNESS WHEREOF, each of the undersigned has caused this Trademark Assignment to be duly executed on its behalf by its duly authorized officer as of the date first written above.

IDEAL MEDIA, LLC

By: _____
Name:
Title:


COUNTY OF

On this 31st day of March, 2010, before me personally came Brian J. Reshefsky, the President and Chief Operating Officer of Ideal Media, LLC, to me known and known to me to be the same person described in and who executed the foregoing instrument and duly acknowledged to me that this document was executed as the free act and deed of the Assignor.

Notary Public

ACCEPTED:

CSP, LLC

By: 
Name: JIM DICKENS
Title: SVP & Secretary/Treasurer

Signature Page to
Trademark Assignment

TRADEMARK
REEL: 004190 FRAME: 0720

SCHEDULE A

MARK	STATUS	GOODS/SERVICES	REG. NO.	REG. DATE	REMARKS/DUE DATES
FOODSERVICE DIRECTOR	Registered		1,618,689	1990-10-23	Next renewal: October 23, 2010
	Renewed	IC 16: Magazines			
FOODSERVICE PRODUCTLINK		IC 42: Providing information in the field of products and services in the food industry over a global computer information network	2,860,534	2004-07-06	8 & 15 due 7/6/2009-2010
	Registered				
HANDBOOK OF FOODSERVICE DISTRIBUTION	Registered	IC 16: Book containing data on distributors selling to the food-away-from-home market	1,747,067	1993-01-19	Next renewal: 2013
	Renewed				
ID		IC 35: Information services, namely, providing information in the field of distribution of food and food related equipment and services on a computer network	2,147,797	1998-03-31	Renewal due 3-31-2008 Grace period ends 9-31-2008
	Registered				
ID UPDATE	Registered	IC 35: Organizing and conducting meetings in the of distribution in the food service industry	1,724,129	1992-10-13	Renewed 6-6-2008 Next renewal: 2012
	Renewed				
MENUMONITOR	Registered	IC 35: Business consulting services in the field of restaurants	1,632,533	1991-01-22	Next renewal: 2011
	Renewed				
RESTAURANT BUSINESS	Registered	IC 16: Magazines	3,579,366	2009-02-24	