

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Scott William Bass, Inc.		05/10/2010	CORPORATION: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Nielsen Business Media, Inc.		
<b>Street Address:</b>	770 Broadway		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10003		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	3549606	SACRED CRAFT	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(203)327-1096		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
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		
ATTORNEY DOCKET NUMBER:	03214-T0178A		
NAME OF SUBMITTER:	Gene S. Winter		
Signature:	/Gene S. Winter/		
Date:	05/21/2010		

OP \$40.00 3549606

**Total Attachments: 3**

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## TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT, dated as of May 10, 2010 (this "Assignment"), is made by Scott William Bass, Inc., a California corporation ("Assignor"), in favor of Nielsen Business Media, Inc., a Delaware corporation ("Assignee").

**WHEREAS**, Assignor and Assignee are parties to the Asset Purchase Agreement, dated May 10, 2010 (the "Agreement"), pursuant to which Assignor has agreed to sell and Assignee has agreed to purchase certain assets, including, without limitation, the registered trademarks set forth on Schedule 1 attached hereto (collectively, the "Marks"), together with the goodwill of the business in connection with which the Marks have been used (the "Goodwill"), and the United States Trademark Registrations for the Marks (the "Registrations").

**NOW, THEREFORE**, for good and valuable consideration acknowledged by Assignor to have been received in full from Assignee and pursuant to the terms of the Agreement, Assignor hereby agrees as follows:

1. Assignor hereby conveys, assigns, sells and transfers to Assignee its entire right, title and interest in and to the Marks, Goodwill, and Registrations, to be held and enjoyed by Assignee for its own use and benefit and for the use and benefit of its successors, assigns and legal representatives, for the full extent of the life of the Marks and the term of the Registrations, to be used as fully and entirely as such rights would have been held and enjoyed by Assignor had this Assignment and sale not been made.

2. Assignor will cooperate reasonably with Assignee to enable Assignee to perfect the transfer and assignment of and enjoy to the fullest extent the right, title and interest conveyed herein.

3. Notwithstanding any other provisions of this Assignment to the contrary, nothing contained in this Assignment shall in any way supersede, modify, replace, amend, change, rescind, waive, exceed, expand, enlarge or in any way affect the provisions, including warranties, covenants, agreements, conditions, representations, or in general any of the rights and remedies, and any of the obligations of Assignor or Assignee set forth in the Agreement nor shall this Assignment expand or enlarge any remedies under the Agreement. This Assignment is intended only to effect the transfer of certain property transferred pursuant to the Agreement and shall be governed entirely in accordance with the terms and conditions of the Agreement.

4. This Assignment shall be construed, performed and enforced in accordance with, and governed by, the laws of the State of California, without giving effect to the principles of conflicts of laws thereof. This Assignment shall be binding upon, and shall inure to the benefit of, Assignor and Assignee and their respective successors and assigns.

[signature on next page]

IN WITNESS WHEREOF, Assignor has caused this Trademark Assignment to be executed by its duly authorized representative as of the date first written above.

**ASSIGNOR:**

Scott William Bass, Inc.

By: 

Scott William Bass, President

SCHEDULE 1

# SACRED CRAFT

<b>Word Mark</b>	<b>SACRED CRAFT</b>
<b>Goods and Services</b>	IC 035. US 100 101 102. G & S: Conducting consumer to business expositions in the field of surfboard manufacturing. FIRST USE: 20070601. FIRST USE IN COMMERCE: 20070601
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Serial Number</b>	77461791
<b>Filing Date</b>	April 30, 2008
<b>Current Filing Basis</b>	1A
<b>Original Filing Basis</b>	1A
<b>Published for Opposition</b>	October 7, 2008
<b>Registration Number</b>	3549606
<b>Registration Date</b>	December 23, 2008
<b>Owner</b>	(REGISTRANT) Scott William Bass Inc. CORPORATION CALIFORNIA #101 914 Birchview Dr. Encinitas CALIFORNIA 92024
<b>Type of Mark</b>	SERVICE MARK
<b>Register</b>	PRINCIPAL
<b>Live/Dead Indicator</b>	LIVE