

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
Nielson Business Media, Inc.		03/08/2010	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Food Media Group, LLC		
Street Address:	570 Lake Cook Road, Suite 106		
City:	Deerfield		
State/Country:	ILLINOIS		
Postal Code:	60015		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	3112005	PROGRESSIVE GROCER	
Registration Number:	1309511	THE GOURMET RETAILER	
Registration Number:	1136761	CONVENIENCE STORE INDUSTRY REPORT	
Registration Number:	1136760	CONVENIENCE STORE NEWS	
Serial Number:	77919142	CONVENIENCE STORE NEWS FOR THE SINGLE STORE OWNER	
Serial Number:	77917518	HISPANIC RETAIL 360 SUMMIT	
CORRESPONDENCE DATA			
Fax Number:	(973)491-3490		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	973-491-3326		
Email:	brian.petrequin@leclairryan.com		
Correspondent Name:	Brian L. Petrequin, Esq.		
Address Line 1:	One Riverfront Plaza		
Address Line 2:	1037 Raymond Blvd., 16th Floor		
Address Line 4:	Newark, NEW JERSEY 07102		

CH \$165.00 3112005

TRADEMARK

900163838

REEL: 004218 FRAME: 0775

ATTORNEY DOCKET NUMBER:	25128.0001
NAME OF SUBMITTER:	Brian L. Petrequin
Signature:	/Brian L. Petrequin/
Date:	06/04/2010
Total Attachments: 2 source=Trademark Assignment#page1.tif source=Trademark Assignment#page2.tif	

TRADEMARK ASSIGNMENT

WHEREAS, Nielsen Business Media, Inc. a Delaware corporation ("Assignor") adopted and owned the trademarks on attached Schedule A (the "Marks"); and

WHEREAS, pursuant to the Asset Purchase Agreement, dated as of January 31, 2010 (the "Agreement"), by and between Assignor and Seller and Food Media Group, LLC, a Delaware limited liability company ("Assignee"), Assignee acquired from Assignor all right, title and interest in and to the Marks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign, grant, transfer and otherwise convey to Assignee, its successors and assigns all rights, title and interest in and to the Marks, including but not limited to all of Assignor's common law rights and registrations pertaining thereto, as well as all of the goodwill of the business symbolized by the Marks.

Dated: March 8, 2010.

Nielsen Business Media, Inc.

By: 

P. Andrew Bilbao, SVP

SCHEDULE A

Trademark	Country	Intl Class	Goods/Services	Reg. No.	Exp. Date
PROGRESSIVE GROCER	CANADA	016	A PERIODICAL TRADE PUBLICATION	TMA116072	11/27/2019
PROGRESSIVE GROCER	INDIA	016	PERIODICAL TRADE PUBLICATIONS, NAMELY MAGAZINES AND NEWSLETTERS DIRECTED TO THE FOOD SERVICE INDUSTRY	1467370	7/5/2016
PROGRESSIVE GROCER		041	PROVIDING BUSINESS INFORMATION TO THE FOOD DISTRIBUTION INDUSTRY VIA A WEBSITE		
PROGRESSIVE GROCER	UNITED STATES	016	TRADE PUBLICATION DISTRIBUTED TO THE FOOD DISTRIBUTION INDUSTRY	3,112,005	7/4/2012
THE GOURMET RETAILER	UNITED STATES	016	MAGAZINES	1,309,511	12/11/2014
CONVENIENCE STORE INDUSTRY REPORT	UNITED STATES	016	TRADE MAGAZINE	1,136,761	6/10/2010
CONVENIENCE STORE NEWS	UNITED STATES	016	TRADE MAGAZINE	1,136,760	6/10/2010

- Pending registration for HISPANIC RETAIL 360 SUMMIT; and registration when registered.
- Application #77919142 for registration of Trademark CONVENIENCE STORE NEWS FOR THE SINGLE STORE OWNER; and registration when registered.