

**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
Neilson Business Media, Inc.		05/14/2010	CORPORATION: DELAWARE

**RECEIVING PARTY DATA**

Name:	Lakewood Media Group, LLC
Street Address:	27020 Noble Road
City:	Shorewood
State/Country:	MINNESOTA
Postal Code:	55331
Entity Type:	LIMITED LIABILITY COMPANY: MINNESOTA

**PROPERTY NUMBERS Total: 6**

Property Type	Number	Word Mark
Registration Number:	1600765	TRAINING
Registration Number:	0963654	SM
Registration Number:	1458285	SALES AND MARKETING MANAGEMENT
Registration Number:	2066761	SALES & MARKETING MANAGEMENT
Registration Number:	1921265	PRESENTATIONS
Registration Number:	1507093	TRAINING DIRECTORS' FORUM

**CORRESPONDENCE DATA**

Fax Number: (612)332-9081  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 612-332-5300  
 Email: nmurphy@merchantgould.com  
 Correspondent Name: Danielle I. Mattessich  
 Address Line 1: P.O. Box 2910  
 Address Line 2: Merchant & Gould P.C.  
 Address Line 4: Minneapolis, MINNESOTA 55402-0910

**OP \$165.00 1600765**

ATTORNEY DOCKET NUMBER:	16605.0002US01
NAME OF SUBMITTER:	Danielle I. Mattessich
Signature:	/daniellemattessich/
Date:	06/08/2010
Total Attachments: 3 source=Signed Assignment#page1.tif source=Signed Assignment#page2.tif source=Signed Assignment#page3.tif	

## TRADEMARK ASSIGNMENT

WHEREAS, Nielsen Business Media, Inc. a Delaware corporation ("Assignor") adopted and owned the trademarks listed in the schedule attached hereto (the "Marks"); and

WHEREAS, on May 14, 2010, Lakewood Media Group, LLC, a Minnesota limited liability company ("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, effective May 14, 2010, 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 good will of the business symbolized by the Marks.

This Assignment and all disputes arising hereunder shall be governed by the internal laws of the State of New York, without regard to its conflict of laws provisions. Any dispute, claim or controversy of any nature between the parties will be resolved exclusively in the state or federal courts located in New York County, NY. Each party hereby irrevocably and unconditionally submits to the exclusive jurisdiction of the state and federal courts located in New York County, NY, for such dispute resolution.

Dated: May 14, 2010.

Nielsen Business Media, Inc.

By: 

P. Andrew Bilbao, Senior Vice President

TRADEMARK

REEL: 004220 FRAME: 0625

### SCHEDULE

Mark	Country	Int. Class	Goods/Services	Reg. No.	Expires
SM	US	016	MAGAZINE	963,654	7/10/2013
SALES AND MARKETING MANAGEMENT	US	016	MAGAZINES	1,458,285	9/22/2017
SALES AND MARKETING MANAGEMENT	CANADA	N/A	PUBLICATIONS, NAMELY: MAGAZINES; MAGAZINES	498,179	7/31/2013
SALES AND MARKETING MANAGEMENT	US	041	ELECTRONIC PUBLISHING SERVICES, NAMELY PUBLICATION OF TEXT OF OTHERS RELATING TO MARKETING AVAILABLE ON A GLOBAL COMPUTER INFORMATION NETWORK	2,066,761	6/3/2017
TRAINING DIRECTORS' FORUM	US	016	MONTHLY NEWSLETTERS DIRECTED TO TRAINING DIRECTORS	1,507,093	10/4/2018
THE HUMAN SIDE OF BUSINESS	CANADA	N/A	PERIODICALS RELATING TO TRAINING	423,590	2/25/2024
TOTAL TRAINER PROGRAM	CANADA	N/A	EDUCATIONAL CONFERENCES RELATING TO TRAINING AND PERSONNEL, EDUCATIONAL CONFERENCES RELATING TO TRAINING AND PERSONNEL, NAMELY CONFERENCES DIRECTED TO AN OVERVIEW OF THE MEANS AND METHODS OF TRAINING PERSONNEL IN SPECIFIC WORK ENVIRONMENTS.	428,028	6/3/2024
PRESENTATIONS	US	016	MONTHLY MAGAZINE ABOUT TECHNIQUES AND TECHNOLOGY FOR BETTER COMMUNICATIONS	1,921,265	9/19/2015
PRESENTATIONS	CANADA	N/A	MONTHLY MAGAZINE	484,037	10/15/2012
PRESENTATIONS	EC	016	PRINTED MATTER, PRINTED PUBLICATIONS, NEWSLETTERS AND NEWSPAPERS, PERIODICALS AND MAGAZINES INCLUDING MONTHLY MAGAZINES RELATING TO TECHNIQUES AND TECHNOLOGY FOR BETTER COMMUNICATIONS	1873579	9/14/2010
PRESENTATIONS	SINGAPORE	016	MONTHLY MAGAZINE ABOUT TECHNIQUES AND TECHNOLOGY FOR BETTER COMMUNICATIONS	T00/159961	9/11/2010
TRAINING	US	016	MAGAZINE DEALING WITH HUMAN RESOURCES	1,600,765	6/12/2010
TRAINING	CANADA	N/A	PERIODICAL MAGAZINE	TMA388,568	9/6/2021

Mark	Country	Intl Class	Goods/Services	Reg. No.	Expires
THE LAKEWOOD REPORT ON TECHNOLOGY FOR LEARNING	CANADA	N/A	MONTHLY NEWSLETTER DIRECTED TO EXECUTIVES AND MANAGERS IN THE FIELDS OF HUMAN RESOURCES, AND INFORMATION PROCESSING WITH RESPECT TO TRAINING. (2) MONTHLY NEWSLETTER DIRECTED TO EXECUTIVES AND MANAGERS IN THE FIELDS OF HUMAN RESOURCES, TRAINING, AND I	TMA475,843	5/6/2012
PRESENTATIONS in Katakana Characters	JAPAN	009	ELECTRONIC PUBLICATIONS; ELECTRONIC PUBLICATIONS, DOWNLOADABLE	4533081	12/28/2011