

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Reed Elsevier Inc.		03/18/2010	CORPORATION: MASSACHUSETTS
RECEIVING PARTY DATA			
Name:	Advantage Business Media LLC		
Street Address:	100 Enterprise Drive		
City:	Rockaway		
State/Country:	NEW JERSEY		
Postal Code:	07866-0912		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3161156	MANUFACTURING BUSINESS TECHNOLOGY	
CORRESPONDENCE DATA			
Fax Number:	(212)468-4888		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	212-468-4800		
Email:	bsinger@dglaw.com, nmishalanie@dglaw.com, jwatson@dglaw.com		
Correspondent Name:	Brooke Erdos Singer		
Address Line 1:	1740 Broadway		
Address Line 2:	c/o Davis & Gilbert LLP		
Address Line 4:	New York, NEW YORK 10019		
ATTORNEY DOCKET NUMBER:	22182-1-0 ASGT 1 RN - NM		
NAME OF SUBMITTER:	Brooke Erdos Singer		
Signature:	/Brooke Erdos Singer/		

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**TRADEMARK
 REEL: 004227 FRAME: 0691**

Date:

06/17/2010

Total Attachments: 3

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REI TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment") is executed and delivered as of March 18, 2010, by Reed Elsevier Inc., a Massachusetts corporation ("Assignor") in favor of Advantage Business Media LLC, a Delaware limited liability company ("Assignee"). Capitalized terms not otherwise defined herein shall have the meanings ascribed to them in the Purchase Agreement.

WHEREAS, pursuant to that certain Asset Purchase Agreement, dated as of the date hereof (the "Purchase Agreement"), by and among Reed Elsevier Properties Inc., a Delaware corporation, Assignor and Assignee, Assignor has agreed to assign to Assignee its interest in, and to execute this Assignment to enable Assignee to record the assignment of (i) the trademarks and trademark applications, and (ii) all divisions, reissues, reexaminations, substitutions, continuations, continuations-in-part, foreign counterparts, and extensions of the trademarks and trademark applications, in each case listed on Schedule 1 hereto (the "Assigned Marks").

NOW, THEREFORE, for good and valuable consideration provided in the Purchase Agreement, and other good and valuable consideration, the receipt and adequacy of which are acknowledged, the parties hereby agree as follows:

1. Assignor hereby conveys, transfers, and assigns to Assignee any and all right, title, and interest of Assignor in and to the Assigned Marks and all related common-law rights and all goodwill associated therewith and the right to sue and recover (for the sole use and benefit of Assignee and its successors, assigns, or other legal representatives) damages for past, present and future infringement, misappropriation, dilution or other violation thereof or damage thereto.
2. Assignee is to hold all right, title, and interest in and to the Assigned Marks as fully and exclusively as it would have been held and enjoyed by Assignor had the assignment in Section 1 not been made.
3. Assignor authorizes and requests the Commissioner of Patents and Trademarks of the United States and the equivalent office in each country in which Assigned Marks are registered to record Assignee as the assignee and owner of the Assigned Marks and to issue any trademarks which may be granted on any applications included in the Assigned Marks to Assignee as assignee of the entire right, title and interest therein and thereto.
4. This Assignment is valid as between the parties as of the date of the Purchase Agreement. Assignor agrees, without additional consideration, to take such further actions and to execute any powers of attorney, applications, assignments, declarations, affidavits, and other papers necessary or desirable to transfer, vest, record and perfect good, valid and marketable title in the Assigned Marks to the Assignee.
5. To the extent there is a conflict between the terms and provisions of this Assignment and the Purchase Agreement, the terms and provisions of the Purchase Agreement will govern.
6. This Agreement shall be governed by and construed in accordance with the laws of the State of New York regardless of the laws that might otherwise govern under applicable principles of conflicts of laws thereof.

REED ELSEVIER

Julie Goldweitz

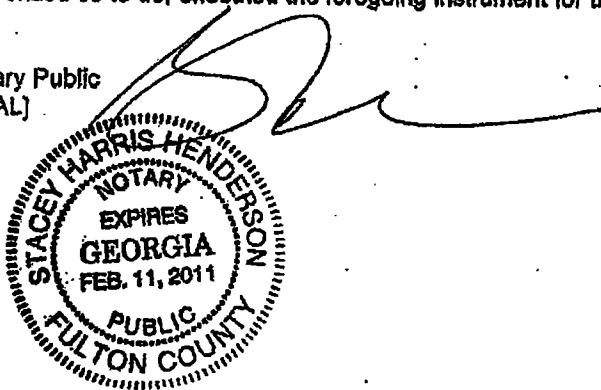
By: _____

Name: Julie Goldweitz
Title: VP & Deputy General Counsel

STATE OF Georgia
COUNTY OF Fulton

On this 18th day of March 2010, before me the signatory above personally appeared and acknowledged to be the above-stated officer of Reed Elsevier Inc., and that in such capacity, being authorized so to do, executed the foregoing instrument for the purposes therein contained.

Notary Public
[SEAL]



(Signature Page to REI Trademark Assignment)

Schedule 1 to REI Trademark Assignment

REI Assigned Marks

Title	Mark (Profile Name)	Reg. Owner	Country Name	Classes	Application #	App. Date	Registration #	Reg. Date	TM Status
MBT	MANUFACTURING BUSINESS TECHNOLOGY	Reed Elsevier Inc.	China (People's Republic of)	16	4371427	11/19/2004	4371427	7-Apr-08	Registered
MBT	MANUFACTURING BUSINESS TECHNOLOGY	Reed Elsevier Inc.	China (People's Republic of)	41	4371380	11/19/2004			Abandoned
MBT	MANUFACTURING BUSINESS TECHNOLOGY	Reed Elsevier Inc.	China (People's Republic of)	42	4371381	11/19/2004			Pending Application
MBT	MANUFACTURING BUSINESS TECHNOLOGY	Reed Elsevier Inc.	India	16	1419909	2/8/2006	1419909	2/8/2006	Registered
MBT	MANUFACTURING BUSINESS TECHNOLOGY	Reed Elsevier Inc.	India	42	1417781	1/31/2006	1417781	1/31/2006	Registered
MBT	MANUFACTURING BUSINESS TECHNOLOGY	Reed Elsevier Inc.	United States of America (USA)	42	78726230	10/3/2005	3161156	10/17/2006	Registered