

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	03/18/2010		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Reed Elsevier Inc.		03/14/2011	CORPORATION: MASSACHUSETTS
RECEIVING PARTY DATA			
Name:	Advantage Business Media LLC		
Street Address:	100 Enterprise Drive		
Internal Address:	Suite 600, Box 912		
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:	2982495	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, jharris@dglaw.com, jwatson@dglaw.com		
Correspondent Name:	Brooke Erdos Singer		
Address Line 1:	1740 Broadway		
Address Line 4:	New York, NEW YORK 10019		
ATTORNEY DOCKET NUMBER:	22182-0001-000-ASSGN-JH		
NAME OF SUBMITTER:	Brooke Erdos Singer		

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Signature:	/Brooke Erdos Singer/
Date:	03/16/2011
Total Attachments: 2 source=ASSIGNMENT FOR MANUFACTURING BUSINESS TECHNOLOGY 0185_001#page1.tif source=ASSIGNMENT FOR MANUFACTURING BUSINESS TECHNOLOGY 0185_001#page2.tif	

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

ASSIGNMENT NUNC PRO TUNC

WHEREAS, Reed Elsevier Inc., a corporation legally organized under the laws of Massachusetts, located at 125 Park Avenue, 23rd Floor, New York NY 10017 (hereinafter "Assignor"), adopted, used and was using the mark listed below which is registered in the United States Patent and Trademark Office (the "Mark"):

<u>Mark</u>	<u>Serial No.</u>	<u>Registration No.</u>	<u>Registration Date</u>
MANUFACTURING BUSINESS TECHNOLOGY	78498539	2982495	August 2, 2005

WHEREAS, Advantage Business Media LLC, a limited liability company legally organized under the laws of Delaware, located at 100 Enterprise Drive, Suite 600, Box 912, Rockaway, NJ 07866-0912 (hereinafter "Assignee"), was desirous of acquiring said mark and said registration therefor;

WHEREAS, on March 18, 2010, Assignor did assign unto said Assignee all right, title and interest of Assignor in and to said Mark together with the goodwill of the business symbolized by the Mark, and to the above-identified registration therefor and all rights to damages or profits due or accrued arising out of past infringement of the said Mark or injury to said goodwill, and the right to sue for and recover the same in the Assignee's own name.

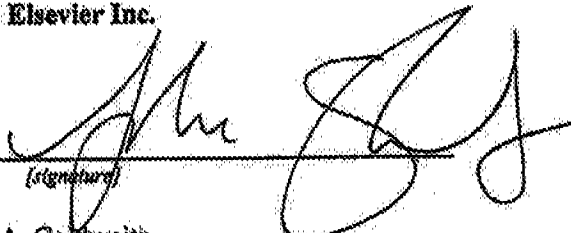
THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, the parties reaffirm and reiterate said assignment upon the aforesaid terms and conditions nunc pro tunc as of March 18, 2010.

**Assignment Nunc Pro Tunc
Reed Elsevier Inc. to Advantage Business Media LLC
U.S. Registration No. 2982495 for MANUFACTURING BUSINESS TECHNOLOGY**

IN WITNESS WHEREOF, this Assignment has been executed effective as of
March 18, 2010.

Date: _____, 2011

Reed Elsevier Inc.

By: 

[signature]

Julie A. Goldweitz


[signatory's name]

Vice President & Deputy General Counsel

[signatory's title]

Date: March 14, 2011

Advantage Business Media LLC

By: 

[signature]

THERESA FREEBURG

[signatory's name]

CFO

[signatory's title]