

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Briefings Media Group LLC		09/30/2011	LIMITED LIABILITY COMPANY: DELAWARE

**RECEIVING PARTY DATA**

<b>Name:</b>	Columbia Books Inc.
<b>Street Address:</b>	8120 Woodmont Ave # 110
<b>City:</b>	Bethesda
<b>State/Country:</b>	MARYLAND
<b>Postal Code:</b>	20814
<b>Entity Type:</b>	CORPORATION: DISTRICT OF COLUMBIA

**PROPERTY NUMBERS Total: 9**

Property Type	Number	Word Mark
Registration Number:	3930763	CORPORATE MEETING & EVENT PLANNERS
Registration Number:	3022285	GIFT, HOUSEWARES & HOME TEXTILES BUYERS
Registration Number:	3022284	MEN'S & BOYS' WEAR BUYERS
Registration Number:	3088923	MEDICAL MEETING & EVENT PLANNERS
Registration Number:	2841928	WOMEN'S AND CHILDREN'S WEAR BUYERS
Registration Number:	2846976	THE HOSPITAL PHONE BOOK
Registration Number:	2841927	PREMIUM, INCENTIVE & TRAVEL BUYERS
Registration Number:	2841926	MASS MERCHANDISERS & OFF-PRICE APPAREL BUYERS
Registration Number:	2841925	ASSOCIATION MEETING & EVENT PLANNERS

**CORRESPONDENCE DATA**

Fax Number: (703)997-5349  
 Phone: 7035258009  
 Email: uspto@tm4smallbiz.com

*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent*

**900209590**

**TRADEMARK  
 REEL: 004678 FRAME: 0572**

**OP \$240.00 3930763**

*via US Mail.*

Correspondent Name: Erik M. Pelton & Associates, PLLC  
Address Line 1: PO Box 100637  
Address Line 4: Arlington, VIRGINIA 22210

NAME OF SUBMITTER:	Erik M. Pelton; Attorney at Law
Signature:	/ErikMPelton/
Date:	12/14/2011
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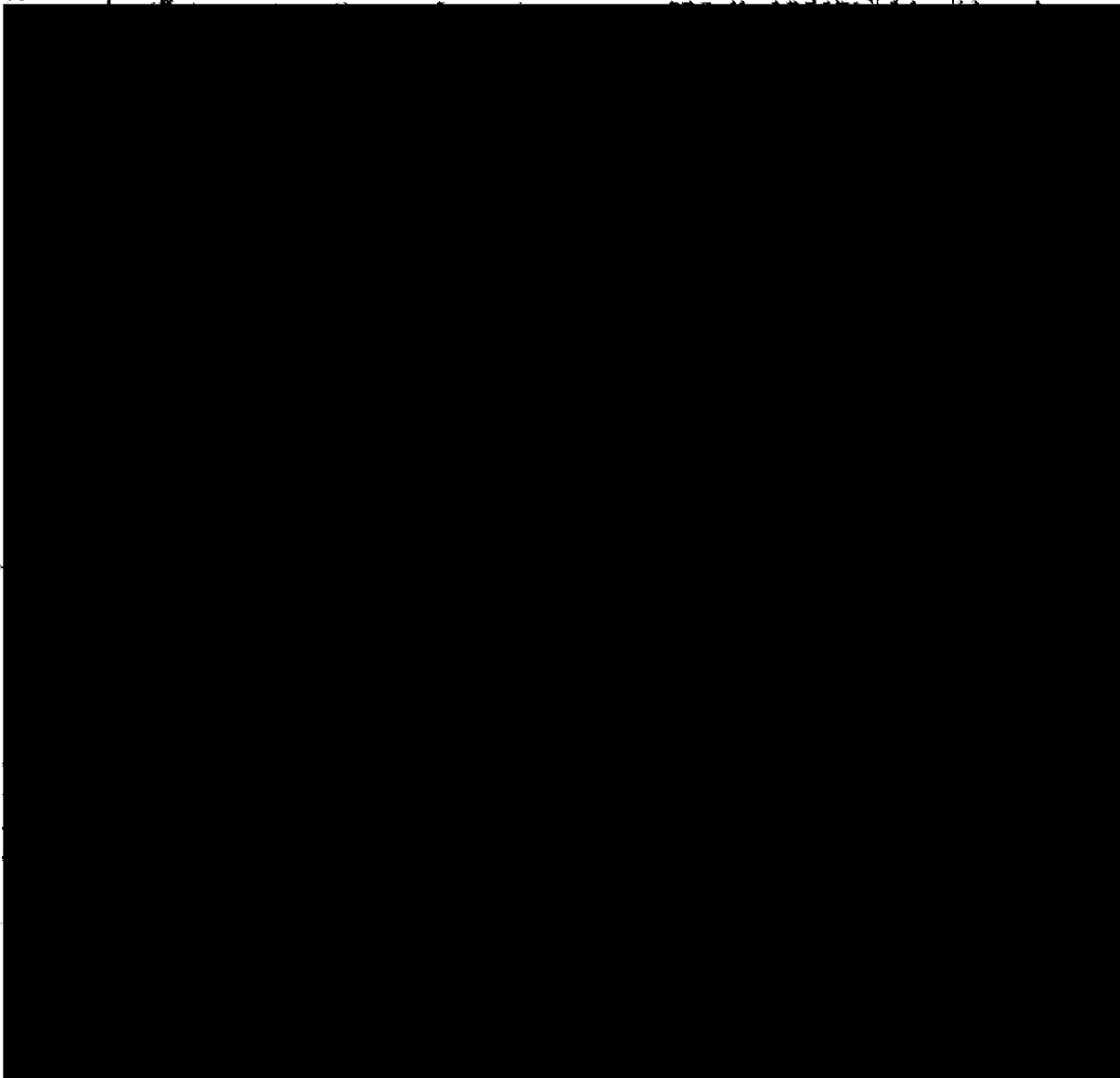
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BMG CBI APA last issues 092511

**ASSET PURCHASE AGREEMENT**

This Agreement is made and entered into effective as of 30 September, 2011 by and between Briefings Media Group LLC ("BMG"), a Delaware Limited Liability corporation and Columbia Books Inc ("CBI"), a District of Columbia corporation, regarding the Briefings Directory Businesses Group, ("BD"), trading under the Salesman's Guide and US Directory Services brands.

Because BMG wishes to transfer ownership of BD to CBI and CBI wishes to acquire the property, the two parties agree to the following:




TRADEMARK

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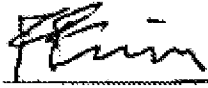
BMG CBI APA last issues 092511

BUYER

 9/30/11

JOEL POZNANSKY  
PRESIDENT  
COLUMBIA BOOK, Inc.

SELLER

 9/30/11

FRANK FINN  
EVP and COO  
BRIEFINGS MEDIA GROUP LLC

TRADEMARK

REEL: 004678 FRAME: 0575

**ASSET PURCHASE AGREEMENT  
BETWEEN COLUMBIA BOOKS, INC. AND BRIEFING MEDIA GROUP, LLC**

**SCHEDULE 1**

**Acquired Assets**

Meeting Planner Group ("MPG")

1. Association Meeting & Event Planners
2. Corporate Meeting & Event Planners
3. Medical Meeting & Event Planners
4. Religious Meeting & Event Planners
5. MeetingPlannerLists.com
6. Experiential Meeting Planners

Retail and Other Group ("ROG")

1. Women's & Children's Wear Buyers
2. The Hospital Phone Book
3. Mass Merchandisers & Off-Price Apparel Buyers
4. Gift, Housewares & Home Textiles Buyers
5. Men's & Boys' Wear Buyers
6. Premium, Incentive & Travel Buyers
7. New York Metro Apparel Buyers
8. The Insurance Phone Book
9. RN & WPL Encyclopedia
10. Sporting Goods Buyers

Schedule 2: Not provided

**ASSET PURCHASE AGREEMENT ADDENDUM**

Schedule 1: NA

Schedule 2: NA