

## 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																											
<table border="1"> <thead> <tr> <th>Name</th> <th>Formerly</th> <th>Execution Date</th> <th>Entity Type</th> </tr> </thead> <tbody> <tr> <td>Briefings Media Group LLC</td> <td></td> <td>09/30/2011</td> <td>LIMITED LIABILITY COMPANY: DELAWARE</td> </tr> </tbody> </table>				Name	Formerly	Execution Date	Entity Type	Briefings Media Group LLC		09/30/2011	LIMITED LIABILITY COMPANY: DELAWARE																
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<table border="1"> <tr> <td>Name:</td> <td colspan="3">Columbia Books Inc.</td> </tr> <tr> <td>Street Address:</td> <td colspan="3">8120 Woodmont Ave #110</td> </tr> <tr> <td>City:</td> <td colspan="3">Bethesda</td> </tr> <tr> <td>State/Country:</td> <td colspan="3">MARYLAND</td> </tr> <tr> <td>Postal Code:</td> <td colspan="3">20814</td> </tr> <tr> <td>Entity Type:</td> <td colspan="3">CORPORATION: MARYLAND</td> </tr> </table>				Name:	Columbia Books Inc.			Street Address:	8120 Woodmont Ave #110			City:	Bethesda			State/Country:	MARYLAND			Postal Code:	20814			Entity Type:	CORPORATION: MARYLAND		
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PROPERTY NUMBERS Total: 2																											
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> <th>Word Mark</th> </tr> </thead> <tbody> <tr> <td>Registration Number:</td> <td>2846977</td> <td>THE SALESMAN'S GUIDE</td> </tr> <tr> <td>Registration Number:</td> <td>2880781</td> <td>SG</td> </tr> </tbody> </table>				Property Type	Number	Word Mark	Registration Number:	2846977	THE SALESMAN'S GUIDE	Registration Number:	2880781	SG															
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Registration Number:	2880781	SG																									
CORRESPONDENCE DATA																											
<p>Fax Number: (703)997-5349  Phone: 7035258009  Email: uspto@tm4smallbiz.com  <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i></p> <p>Correspondent Name: Erik M. Pelton  Address Line 1: PO Box 100637  Address Line 4: Arlington, VIRGINIA 22210</p>																											
NAME OF SUBMITTER:	Erik M Pelton																										
Signature:	/ErikMPelton/																										
Date:	12/20/2011																										
<p>Total Attachments: 3  source=Briefings Purchase - REDACTED Updated#page1.tif  source=Briefings Purchase - REDACTED Updated#page2.tif  source=Briefings Purchase - REDACTED Updated#page3.tif</p>																											

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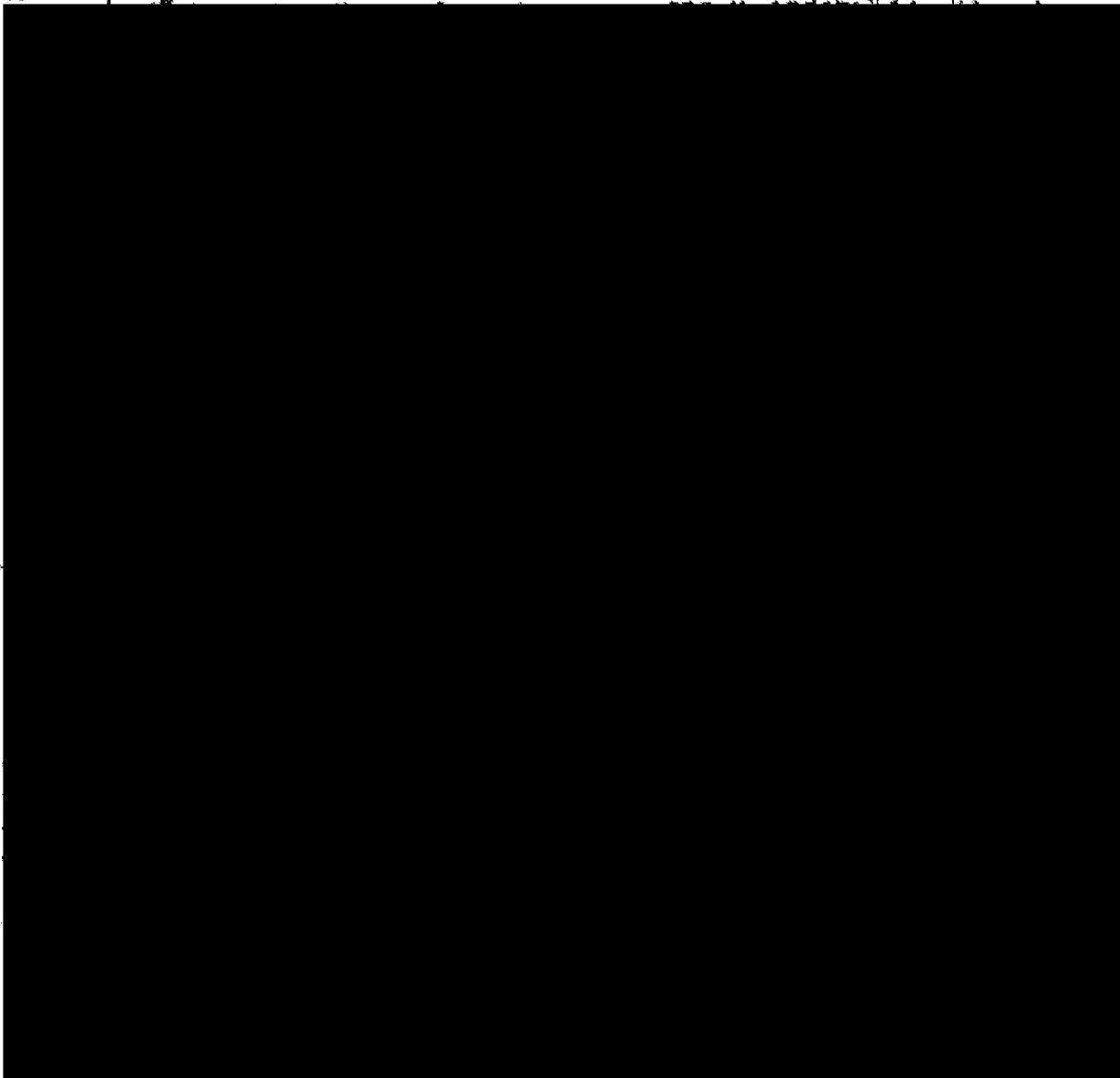
SP  
FF

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

REEL: 004683 FRAME: 0089

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: 004683 FRAME: 0090

**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

General

1. The Salesman's Guide
2. SG (and Design)
3. US Directory Service

Schedule 2: Not provided

**ASSET PURCHASE AGREEMENT ADDENDUM**

Schedule 1: NA

Schedule 2: NA

Handwritten initials: "FR" and "20" (partially obscured)