

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

ETAS ID: TM314987

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Cygnus Business Media, Inc.		08/11/2014	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	AC Business Media Inc.		
<b>Street Address:</b>	1233 Janesville Avenue		
<b>City:</b>	Fort Atkinson		
<b>State/Country:</b>	WISCONSIN		
<b>Postal Code:</b>	53538		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 14</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3257346	CONCRETE CONTRACTOR	
<b>Registration Number:</b>	2282281	CONSTRUCTION DISTRIBUTION	
<b>Registration Number:</b>	4149639	EQUIPMENT TODAY	
<b>Registration Number:</b>	3003478	FOOD LOGISTICS	
<b>Registration Number:</b>	4156066	FORCONSTRUCTIONPROS.COM	
<b>Registration Number:</b>	4074213	OEM OFF-HIGHWAY	
<b>Registration Number:</b>	3605584	PAVEMENT MAINTENANCE & RECONSTRUCTION	
<b>Registration Number:</b>	4239523	POLISHING CONTRACTOR	
<b>Registration Number:</b>	1843947	RENTAL PRODUCT NEWS	
<b>Serial Number:</b>	86329553	RENTAL PRODUCT NEWS INSIDE	
<b>Registration Number:</b>	2915355	SUPPLY & DEMAND CHAIN EXECUTIVE	
<b>Registration Number:</b>	3748214	SUSTAINABILITY CONCEPTS	
<b>Registration Number:</b>	4239544	SUSTAINABLE CONSTRUCTION	
<b>Registration Number:</b>	2198325	THE ASPHALT CONTRACTOR	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	8028627512		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Phone:</b>	802-863-2375		
<b>Email:</b>	tmip@drm.com		
<b>TRADEMARK</b>			

OP \$365.00 3257346

**Correspondent Name:** Lawrence H. Meier, Esq.  
**Address Line 1:** 199 Main Street  
**Address Line 4:** Burlington, VERMONT 05401

**ATTORNEY DOCKET NUMBER:** 15478-0000001

**NAME OF SUBMITTER:** Lawrence H. Meier

**SIGNATURE:** /Lawrence H. Meier/

**DATE SIGNED:** 08/22/2014

**Total Attachments: 4**

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## INTELLECTUAL PROPERTY ASSIGNMENT

This INTELLECTUAL PROPERTY ASSIGNMENT ("Assignment"), dated as of August 11, 2014 (the "Effective Date"), is made by Cygnus Business Media, Inc., a Delaware corporation (the "Assignor"), in favor of AC Business Media Inc., a Delaware corporation ("Assignee"). Each capitalized term used herein but not otherwise defined in this Assignment shall have the meaning ascribed to it in the Asset Purchase Agreement (defined below).

WHEREAS, Assignor and Assignee entered into that certain Asset Purchase Agreement, dated as of the date hereof (the "Asset Purchase Agreement"), pursuant to which, among other things, Assignor has agreed to sell, assign and transfer to Assignee all of Assignor's right title and interest in and to the Purchased Assets;

WHEREAS, capitalized terms used herein but not otherwise defined shall have the meaning ascribed to such terms in the Asset Purchase Agreement; and

WHEREAS, Assignor wishes to sell, assign, and transfer to Assignee and Assignor wishes to accept all of Assignor's right, title and interest in the Transferred Intellectual Property Assets, as set forth on Exhibit A attached hereto.

NOW THEREFORE, in consideration of the mutual promises and covenants set forth herein, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledge, the parties, intending to be legally bound hereby, agree as follows:

1. Assignment. Assignor does hereby sell, assign and transfer to Assignee, all of Assignor's right, title and interest in and to the Transferred Intellectual Property Assets, as set forth on Exhibit A attached hereto, including, without limitation, (a) all common law rights therein, (b) all goodwill associated therewith, (c) all registrations and renewals thereof and (d) all rights of action, powers and benefits accrued thereto, including the right to sue for and/or initiate any proceeding to collect damages and payments for past or future infringements thereof.

2. Recordation. Assignor authorizes and requests that the United States Patent and Trademark Office and the United States Copyright Office record Assignee as the assignee and owner of the Transferred Intellectual Property Assets, as appropriate, including without limitation, the Transferred Intellectual Property Assets that are trademarks or service marks and that are registered, or for which registration has been applied for, at the United States Patent and Trademark Office.

3. General Provisions. Section 6.08 and Sections 7.02 – 7.14 of the Asset Purchase Agreement are incorporated herein by reference.

*[Remainder of page intentionally left blank.]*

IN WITNESS WHEREOF, the undersigned has caused this Intellectual Property Assignment to be executed by its duly authorized officer as of the date set forth above.

CYGNUS BUSINESS MEDIA, INC.

By:

Name: Paul M. Bonaiuto

Title: Chief Financial Officer

State of Wisconsin ss.  
County of Jefferson

At Fort Atkinson, WI as of this 6<sup>th</sup> day of August, 2014, Paul M. Bonaiuto, Chief Financial Officer of Cygnus Business Media, Inc. personally appeared, and he acknowledged this instrument, by him sealed and subscribed, to be his free act and deed and the free act and deed of Cygnus Business Media, Inc.

Before me,

Vicki Frohmader

Notary Public

My Commission Expires: 7-19-15

IN WITNESS WHEREOF, the undersigned has caused this Intellectual Property Assignment to be executed by its duly authorized officer as of the date set forth above.

AC BUSINESS MEDIA INC.

By: 

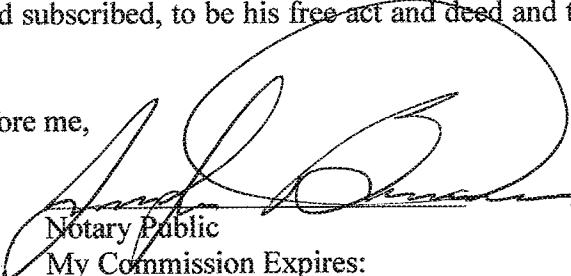
Name: Carl G. Wistreich

Title: Chief Executive Officer and  
President

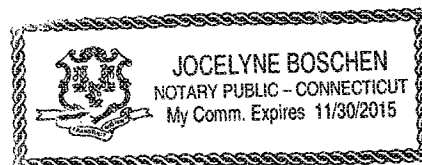
State of Connecticut ss. Westport  
County of Fairfield

At 3:30 pm, as of this 6th day of August, 2014, Carl G. Wistreich, Chief Executive Officer and President of AC Business Media Inc. personally appeared, and he acknowledged this instrument, by him sealed and subscribed, to be his free act and deed and the free act and deed of AC Business Media Inc.

Before me,

  
Notary Public

My Commission Expires: \_\_\_\_\_



## Exhibit A

### Domain Names

### Trademarks

Client/ Matter No.	Country	Trademark	Owner	Application No.	Filing date	RegNumber	RegDate	Class	Trademark Status	Renewal Date
522379-0352870	US	CONCRETE CONTRACTOR	CYGNUS BUSINESS MEDIA, INC.	78/896089	30-May-06	3257346	26-Jun-07	16	Registered	26-Jun-17
522379-0328681	US	CONSTRUCTION DISTRIBUTION	CYGNUS BUSINESS MEDIA, INC.	75/477593	01-May-98	2282281	28-Sep-99	16	Registered	28-Sep-19
522379-0399516	US	EQUIPMENT TODAY	CYGNUS BUSINESS MEDIA, INC.	85/434501	28-Sep-11	4149639	29-May-12	16	Registered	29-May-18
522379-0328632	US	FOOD LOGISTICS	CYGNUS BUSINESS MEDIA, INC.	79/608643	25-Aug-04	3003478	04-Oct-05	16	Registered	04-Oct-15
522379-0402679	US	FORCONSTRUCTIONPROS.COM	CYGNUS BUSINESS MEDIA, INC.	85/509251	05-Jan-12	4158068	05-Jun-12	37	Registered	05-Jun-18
522379-0395656	US	OEM OFF-HIGHWAY	CYGNUS BUSINESS MEDIA, INC.	85/324109	18-May-11	4074213	20-Dec-11	16	Registered	20-Dec-17
522379-0373470	US	PAVEMENT MAINTENANCE & RECONSTRUCTION	CYGNUS BUSINESS MEDIA, INC.	77/558319	28-Aug-08	3605584	14-Apr-09	16	Registered	14-Apr-15
522379-0408144	US	POLISHING CONTRACTOR	CYGNUS BUSINESS MEDIA, INC.	85/632825	23-May-12	4239523	06-Nov-12	16	Registered	06-Nov-18
522379-0328675	US	RENTAL PRODUCT NEWS	CYGNUS BUSINESS MEDIA, INC.	74/319887	02-Oct-92	1843947	05-Jul-94	16	Registered	05-Jul-14
522379-0453137	US	RENTAL PRODUCT NEWS INSIGHT	CYGNUS BUSINESS MEDIA, INC.	89/329563	07-Jul-14			16	Pending	
522379-0328581	US	SUPPLY & DEMAND CHAIN EXECUTIVE	CYGNUS BUSINESS MEDIA, INC.	76/541833	25-Aug-03	2915355	28-Dec-04	16	Registered	28-Dec-14
522379-0372106	US	SUSTAINABILITY CONCEPTS	CYGNUS BUSINESS MEDIA, INC.	77/515473	07-Jul-08	3748214	16-Feb-10	16	Registered	16-Feb-16
522379-0412535	US	SUSTAINABLE CONSTRUCTION	CYGNUS BUSINESS MEDIA, INC.	85/688872	27-Jul-12	4239544	06-Nov-12	16	Registered	06-Nov-18
522379-0328586	US	THE ASPHALT CONTRACTOR	CYGNUS BUSINESS MEDIA, INC.	75/363947	28-Sep-97	2198525	20-Oct-98	16	Registered	20-Oct-18

**TRADEMARK**

**RECORDED: 08/22/2014**

**REEL: 005350 FRAME: 0598**