

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM462223

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Primedia Business Magazines & Media, Inc.		11/12/2004	Corporation: ILLINOIS
RECEIVING PARTY DATA			
Name:	Crain Communications Inc		
Street Address:	1155 Gratiot Avenue		
City:	Detroit		
State/Country:	MICHIGAN		
Postal Code:	48207		
Entity Type:	Corporation: ILLINOIS		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	1149331	AMERICAN DEMOGRAPHICS	
Registration Number:	1565881	AMERICAN DEMOGRAPHICS	
Registration Number:	1973521	MARKETING TOOLS	
CORRESPONDENCE DATA			
Fax Number:			
<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>			
Email:	legaldept@crain.com		
Correspondent Name:	Peter K. Grantz		
Address Line 1:	1155 Gratiot Avenue		
Address Line 2:	Attn: Legal Department		
Address Line 4:	Detroit, MICHIGAN 48207		
NAME OF SUBMITTER:	Jasmine Bhatia Beaubien		
SIGNATURE:	/Jasmine B Beaubien/		
DATE SIGNED:	02/15/2018		
Total Attachments: 1			
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TRADEMARK ASSIGNMENT

PRIMEDIA Business Magazines & Media, Inc., a Delaware corporation, through its affiliate Media Central IP Corp., a Delaware corporation ("Assignor"), wishes to assign to Crain Communications Inc, an Illinois corporation ("Assignee"), the entire right, title and interest in and to the following trademarks:

Mark	U.S. Registration No.	Dated	Classes
AMERICAN DEMOGRAPHICS (Stylized)	1149331	March 24, 1981	16
AMERICAN DEMOGRAPHICS	1565881	November 14, 1989	16
MARKETING TOOLS	1973521	May 7, 1996	16

; the common law trademarks used by Assignor in connection with the publication of *American Demographics* magazine and the operation of the companion website located at www.demographics.com (collectively, the "Business"); and

any and all rights and privileges provided under the trademark and other laws of the United States of America, the individual states thereof and jurisdictions foreign thereto with respect to the foregoing; the GOODWILL of the Business pertaining thereto; and any and all renewals thereof, together with the right to bring suit and collect for past infringements thereof (collectively, the "Trademark Rights").

In view of the payment of Ten dollars and 00/100 (\$10.00), and other legally sufficient and valuable consideration, the receipt and sufficiency of which are hereby acknowledged by Assignor, Assignor DOES HEREBY irrevocably assign and transfer to Assignee, any and all right, title and interest in and to the Trademark Rights. Assignor shall, without further consideration, execute any additional documents as may be reasonably requested by Assignee to prove and record this Assignment.

This Assignment and all terms hereof shall be binding upon and enure to the benefit of the parties and their respective successors and assigns.

IN WITNESS WHEREOF, Assignor has executed this Assignment on the date set forth below.

Date: November 12, 2004

PRIMEDIA BUSINESS MAGAZINES & MEDIA, INC.
MEDIA CENTRAL IP CORP.

By: 

Printed name: Christopher A. Fraser

Title: SVP-Law