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06-22-2000

FORM PTO-1618A  
Expires 06/30/99  
OMB 0651-0027

U.S. Department of Commerce  
Patent and Trademark Office  
TRADEMARK



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MRI  
5.25.00

RECORDATION FORM COVER SHEET  
TRADEMARKS ONLY

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

New

Resubmission (Non-Recordation)  
Document ID #

Correction of PTO Error  
Reel #  Frame #

Corrective Document  
Reel #  Frame #

Conveyance Type

Assignment  License

Security Agreement  Nunc Pro Tunc Assignment

Merger  Effective Date  
Month Day Year

Change of Name

Other

Conveying Party

Mark if additional names of conveying parties attached

Name  Execution Date  
Month Day Year

Formerly

Individual  General Partnership  Limited Partnership  Corporation  Association

Other

Citizenship/State of Incorporation/Organization

Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)      
City State/Country Zip Code

Individual  General Partnership  Limited Partnership  If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

Corporation  Association

Other

Citizenship/State of Incorporation/Organization

06/20/2000 ASCOTT 00000155 122136 1789374

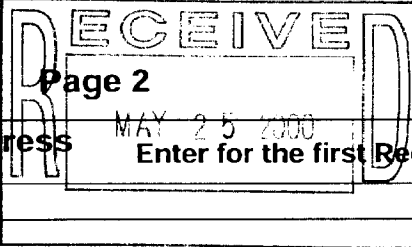
FOR OFFICE USE ONLY

01 FD=481 (40.00 CH)

Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

Mail documents to be recorded with required cover sheet(s) information to:  
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

TRADEMARK  
REEL: 002090 FRAME: 0859



**Domestic Representative Name and Address**

MAY 25 2000

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

**Correspondent Name and Address**

Area Code and Telephone Number

734-995-3110

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

**Pages**

Enter the total number of pages of the attached conveyance document including any attachments.

#

**Trademark Application Number(s) or Registration Number(s)**

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

**Trademark Application Number(s)**

**Registration Number(s)**

**Number of Properties**

Enter the total number of properties involved.

#

**Fee Amount**

Fee Amount for Properties Listed (37 CFR 3.41):

\$

Method of Payment:

Enclosed

Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

#

Authorization to charge additional fees:

Yes

No

**Statement and Signature**

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Charges to deposit account are authorized, as indicated herein.

James E. Stewart

Name of Person Signing

Signature

5/25/00

Date Signed

EL633775985US

ASSIGNMENT

WHEREAS, CRAIN COMMUNICATIONS INC, an Illinois corporation, having places of business at 1400 Woodbridge, Detroit, Michigan 48207, 740 North Rush, Chicago, Illinois 60611, 220 E. 42<sup>nd</sup> Street, New York, New York 10017 and various other locations ("Assignor"), desires to transfer all its intellectual property (whether registered and unregistered and wherever located), except for the copyrights of Assignor and the going concern value associated with Assignor as an operating company, including, but not limited to all trademarks, trade names, trade dresses, brand names, Internet domain names, designs, patterns, subscriber lists and information, know-how, methods, processes, systems, programs and procedures (the "Trademarks and Other Intellectual Property"), including, but not limited to, the Trademarks and Other Intellectual Property listed on Exhibit A.

WHEREAS, CRAIN MANAGEMENT SERVICES INC, a Michigan corporation, having a place of business at 1400 Woodbridge, Detroit, Michigan 48207 ("Assignee"), is desirous of acquiring the Trademarks and Other Intellectual Property and all goodwill associated therewith.

NOW, THEREFORE, in consideration of One Dollar (\$1.00) and other good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, Assignor hereby assigns, transfers and delivers to Assignee all right, title and interest of Assignor in the United States in, to and under the Trademarks and Other Intellectual Property, together with the goodwill of the business symbolized by the Trademarks and Other Intellectual Property.

Signed as of this 1st day of July, 1999.

CRAIN COMMUNICATIONS INC,  
an Illinois corporation

By *William A. Morrow*

Name: William A. Morrow

Title: Executive Vice President



TRADEMARK  
REEL: 002090 FRAME: 0861

EXHIBIT A

Trademarks and Other Intellectual Property, including but limited to:

Trademarks:

Advertising Age  
Ad Age  
The Ad Age Group  
Business Marketing  
Creativity  
Euromarketing  
Advertising Age International  
American Clean Car  
American Coin-Op  
American Drycleaner  
American Laundry Digest  
American Laundry News  
Laundry News  
Automotive News  
Auto News  
AutoWeek  
Autofile  
The Ultimate Comparison Shopping Guide  
Business Insurance  
Crain's Chicago Business  
Chicago Business  
Crain's Cleveland Business  
Cleveland Business  
Crain's Detroit Business  
Detroit Business  
Crain's New York Business  
New York Business  
Crain's Small Business  
Detroit Monthly  
Electronic Media  
Global Wireless  
InvestmentNews  
Modern Healthcare  
Modern Physician  
Pensions & Investments  
P&I  
PIPER  
Plastics News  
Radio Communications Report  
RCR  
Rubber & Plastics News

Tire Business  
ITEC  
International Tire Exhibit and Conference  
Waste News

Internet Domain Names:

adage.com  
advertisingage.com  
adageintl.com  
creativitymag.com  
automotivenews.com  
autonews.com  
autonewsintl.com  
crainsdetroitbusiness.com  
crainsnewyorkbusiness.com  
euromarketing.com  
rubberplasticsnews.com  
chicagobusiness.com  
crainschicagobusiness.com  
chicagosmallbusiness.com  
crainssmallbusiness.com  
smallbusinesschicago.com  
clevelandbusiness.com  
businessmkt.com  
detroitbusiness.com  
plasticsnews.com  
tirebusiness.com  
crain.com  
autoweek.com  
crainsdetroit.com  
detroitmonthly.com  
modernhealthcare.com  
crainsny.com  
wastenews.com  
crainscleveland.com  
pionline.com

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UNITED STATES DEPARTMENT OF COMMERCE  
Patent and Trademark Office

Registrant                   Crain Communications, Inc.                   )  
Mark                         AUTOFILE                                        )  
Registration No.         1,789,374                                    )  
Class No.                 16   )

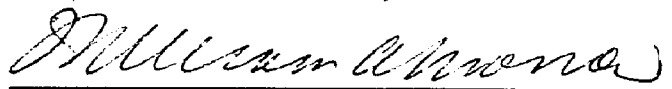
The Commissioner of Patents and Trademarks  
Washington, DC 20231

AFFIDAVIT OF WILLIAM MORROW

William A. Morrow, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under §1001 of Title 18 of the United States Code, declares that:

1. I am an officer of Crain Communications, Inc. and responsible for maintenance and administration of the Company's trademarks.
2. The registrant for the mark AUTOFILE, Crain Communications, Inc., an Illinois Corporation, transferred title of the mark to Crain Management Services Inc., a Michigan Corporation prior to August 9, 1999.

Crain Communications, Inc.



William A. Morrow

Executive Vice-President/Operations

DATED: 5-23-00

**Butzel Long**  
A PROFESSIONAL CORPORATION  
ATTORNEYS AND COUNSELORS

BETH FRASER KINNAIRD  
LEGAL ASSISTANT

DIRECT DIAL (734) 213-3626  
INTERNET kinnaird@butzel.com

ANN ARBOR OFFICE  
SUITE 300 350 SOUTH MAIN STREET  
ANN ARBOR, MICHIGAN 48104-2131  
(734) 995-3110 fax (734) 995-1777

May 25, 2000

**Via US Express Mail**  
**EL 633775985 US**

Assistant Commissioner for Trademarks  
Box Assignments  
Washington, DC 20231

Re: Trademark Registration No. 1,789,374

Dear Sir/Madam:

Enclosed please find the Assignment of Trademark, along with the appropriate cover sheet. Please charge the Butzel Long deposit account, No. 12-2136, in an amount of \$40.00 to cover the fees associated with Recordation of Assignment. If this is not the correct amount, you are authorized to charge our account accordingly.

Thank you in advance for your assistance in this regard. If you have any questions, please do not hesitate to call me at (313) 995-3110.

Very truly yours,

BUTZEL LONG

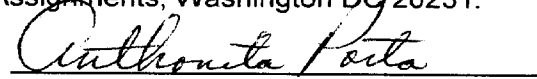


Beth Fraser Kinnaird

**CERTIFICATE OF EXPRESS MAILING - 37 CFR § 1.10**

Date of Deposit: May 25, 2000

I hereby certify that this correspondence is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 CFR 1.10 on the date indicated above and is addressed to the Assistant Commissioner for Trademarks, Box Assignments, Washington DC 20231.

  
Anthonita Porta  
Legal Secretary