

CANCELLED
05-25-2000

08-07-2000

U.S. Patent & TMO/c/TM Mail Rcpt Dt. #22



05-25-2000



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U.S. Patent & TMO/c/TM Mail Rcpt. Dt. #31

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New *MPO 5-25-00*

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Correction of PTO Error
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Conveyance Type

Assignment License

Security Agreement Nunc Pro Tunc Assignment
Effective Date
Month Day Year

Merger

Change of Name

Other

Conveying Party

Mark if additional names of conveying parties attached

Execution Date
Month Day Year

Name

Formerly

Individual General Partnership Limited Partnership Corporation Association

Other

Citizenship/State of Incorporation/Organization

Receiving Party

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Name

DBA/AKA/TA

Composed of

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City

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Individual General Partnership Limited Partnership

Corporation Association

Other

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Trademark Application Number(s)			Registration Number(s)		
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Fee Amount

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Deposit Account

Deposit Account

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James E. Stewart

Name of Person Signing

Signature

5/25/00

Date Signed

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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. 42nd 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
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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:

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advertisingage.com
adageintl.com
creativitymag.com
automotivenews.com
autonews.com
autonewsintl.com
crainsdetroitbusiness.com
crainsnewyorkbusiness.com
euromarketing.com
rubberplasticsnews.com
chicagobusiness.com
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plasticsnews.com
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crain.com
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detroitmonthly.com
modernhealthcare.com
crainsny.com
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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

REC

25/2000

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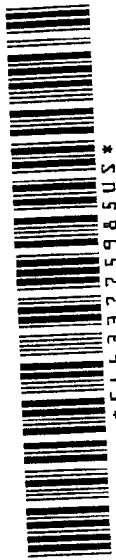
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