

JUN 29 2001

Form PTO-1594 (Rev. 03/01) OMB No. 0651-0027 (exp. 5/31/2002) Tab settings

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To the Honorable Commissioner of Patent

07-12-2001

S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office



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documents or copy thereof.

6.29.01

1. Name of conveying party(ies): Crain Communications, Inc.

Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State
 Other

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)
 Name: Crain Management Services Inc
 Internal Address:
 Street Address: 1400 Woodbridge
 City: Detroit State: MI Zip: 48207

Individual(s) citizenship
 Association
 General Partnership
 Limited Partnership
 Corporation-State Michigan
 Other

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
 (Designations must be a separate document from assignment)
 Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other

Execution Date: 07/01/1999

4. Application number(s) or registration number(s):
 A. Trademark Application No.(s)
 B. Trademark Registration No.(s)
 Please see attached list

Additional number(s) attached Yes No

6. Total number of applications and registrations involved: 7

7. Total fee (37 CFR 3.41).....\$ 190.00
 Enclosed
 Authorized to be charged to deposit account

5. Name and address of party to whom correspondence concerning document should be mailed:
 Name: J. Michael Huget
 Internal Address: Butzel Long
 Street Address: 350 S. Main Street
 Suite 300
 City: Ann Arbor State: MI Zip: 48104

8. Deposit account number: 12-2136
 (Attach duplicate copy of this page if paying by deposit account)

9. 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.

J. Michael Huget
 Name of Person Signing

Signature

6/29/01
 Date

Total number of pages including cover sheet, attachments, and document: 5

Mail documents to be recorded with required cover sheet information to: Commissioner of Patent & Trademarks, Box Assignments Washington, D.C. 20231

07/11/2001 DBYRNE 00000192 122136 1621165

01 FC:481 40.00 CH
02 FC:482 150.00 CH

Conveying Party: Crain Communications, Inc
Receiving Party: Crain Management Services, Inc.
Conveyance: Assignment executed July 1, 1999

4(B) Trademark Registration Numbers to be Recorded

Mark	Registration No.
AMERICAN COIN-OP	1,621,165
AMERICAN CLEAN CAR	1,599,594
AUTOWEEK	1,598,564
CRAIN'S DETROIT BUSINESS	1,599,591
CRAIN'S NEW YORK BUSINESS	1,599,593
CRAIN'S CLEVELAND BUSINESS	1,598,568
CRAIN'S SMALL BUSINESS	1,860,378

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

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 Fire 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
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