

65,043-064

TRADEMARK ASSIGNMENT

WHEREAS, Reed Publishing (Nederland) B.V., a Netherlands Limited Liability Company, hereinafter ASSIGNOR, has its principal place of business at Van de Sande Bakhuyzenstraat 4, 1061 AG, Amsterdam, The Netherlands;

WHEREAS, ASSIGNOR is the owner of U.S. Trademark Registration No. 1,143,330 for the mark --POLLUTION ENGINEERING-- for a periodical magazine in International Class 16; and

WHEREAS, Business News Publishing Company II, LLC hereinafter ASSIGNEE, a Michigan limited liability company, has its principal place of business at Suite 100, 755 West Big Beaver Road, Troy, Michigan 48007 and is desirous of acquiring the aforesaid trademark and registration.

NOW, THEREFORE, in consideration of the payment by ASSIGNEE to ASSIGNOR of the sum of Ten Dollar (\$10.00 U.S.) and other good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR hereby sells, assigns and transfers to ASSIGNEE and its successors, assigns and legal representatives, the entire right, title and interest in and to any and all rights and privileges provided under the Trademark Laws of the United States of America with respect to the trademark --POLLUTION ENGINEERING-- and U.S. Registration No. 1,143,330, the goodwill of the business symbolized by the mark and any and all renewals thereof, together with the right to bring suit and collect for past infringement thereof, the same to be held in and enjoyed by ASSIGNEE as fully and entirely as the same could have been held and enjoyed by the ASSIGNOR if this assignment and sale had not been made.

IN WITNESS WHEREOF, a duly authorized officer has executed this Trademark Assignment on behalf of ASSIGNOR, intending to be legally bound thereby.

REED PUBLISHING (NEDERLAND)
("Assignee")

By: Reeve Simonton
Name: REEVE SIMONTON
Title: TM Administrator
Date: July 19, 2001

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COUNTY OF New Castle
STATE OF Delaware) SS

On this 19th day of July, 2001, before me appeared RENEE SIMONTON
the person who signed this Trademark Assignment on behalf of Reed Publishing
(Nederland) B.V., the above-referenced Assignor who acknowledge that he/she signed it
as a free act on behalf of the Assignor.

Sonja Allen Bevan
_____, Notary Public
_____, County, _____
My Commission Expires: _____

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SONJA ALLEN BEVAN
NOTARY PUBLIC-DELAWARE
My Commission Expires May 30, 2002