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

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

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

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

3. Nature of conveyance:

- Assignment Merger Security Agreement Change of Name Other

Execution Date: 07/01/1999

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

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

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

6. Total number of applications and registrations involved:

10

7. Total fee (37 CFR 3.41): \$ 265.00

- Enclosed Authorized to be charged to deposit account

8. Deposit account number: 12-2136

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

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

11/16/2001

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

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01 FC:481 02 FC:482

40.00 CH 225.00 CH

TRADEMARK REEL: 002422 FRAME: 0707

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.
BUSINESS INSURANCE	1,627,034
ELECTRONIC MEDIA	1,627,042
TIRE BUSINESS	1,622,460
ADVERTISING AGE	0,273,431
DETROIT MONTHLY	1,472,186
RUBBER & PLASTIC NEWS	1,093,218
AMERICAN DRY CLEANER	0,508,717
ADVERTISING AGE	2,465,499
AUTOMOTIVE NEWS	2,457,178
EUROMARKETING	1,762,762

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 

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 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
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