

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Crain Communications, Inc.		07/01/1999	CORPORATION: ILLINOIS
RECEIVING PARTY DATA			
Name:	Crain Management Services, Inc.		
Street Address:	1155 Gratiot Avenue		
City:	Detroit		
State/Country:	MICHIGAN		
Postal Code:	48207-6000		
Entity Type:	CORPORATION: MICHIGAN		
PROPERTY NUMBERS Total: 1			
Property Type	Number		
Registration Number:	1778916		
CORRESPONDENCE DATA			
Fax Number:	(734)995-1777		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	734-995-3110		
Email:	kinnaird@butzel.com		
Correspondent Name:	J. Michael Huget		
Address Line 1:	350 S. Main Street		
Address Line 4:	Ann Arbor, MICHIGAN 48104		
ATTORNEY DOCKET NUMBER:	18380-3		
NAME OF SUBMITTER:	Beth F. Kinnaird		

CH \$40.00 1778916

Total Attachments: 3

900000722

**TRADEMARK
REEL: 002674 FRAME: 0324**

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EXHIBIT ATrademarks 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
detroitmonthly.com
modernhealthcare.com
crainsny.com
wastenews.com
crainscleveland.com
pionline.com

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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 

Name: William A. Morrow
Title: Executive Vice President