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
Reed Publishing (Nederland) B.V.		109/04/2003 1	Limited Liability Company: NETHERLANDS

RECEIVING PARTY DATA

Name:	Marquis Who's Who LLC
Street Address:	562 Central Avenue
City:	New Providence
State/Country:	NEW JERSEY
Postal Code:	07974
Entity Type:	Limited Liability Company: DELAWARE

PROPERTY NUMBERS Total: 34

Property Type	Number	Word Mark
Registration Number:	378389	WHO'S WHO IN AMERICA
Registration Number:	509921	WHO WAS WHO IN AMERICA
Registration Number:	696098	WHO'S WHO IN THE SOUTH AND SOUTHWEST
Registration Number:	696099	WHO'S WHO IN THE MIDWEST
Registration Number:	696100	WHO'S WHO IN THE WEST
Registration Number:	696101	WHO'S WHO IN THE EAST
Registration Number:	729754	WHO'S WHO OF AMERICAN WOMEN
Registration Number:	769591	WORLD WHO'S WHO IN COMMERCE AND INDUSTRY
Registration Number:	769205	WHO'S WHO IN AMERICAN HISTORY
Registration Number:	931159	WHO'S WHO IN THE WORLD
Registration Number:	991399	WHO'S WHO
Registration Number:	1106632	WHO'S WHO IN FINANCE & INDUSTRY
Registration Number:	1529670	WHO'S WHO IN AMERICAN LAW
Registration Number:	1538128	WHO'S WHO OF EMERGING LEADERS IN AMERICA
		TDADEMARK

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Registration Number:	1599566	WHO'S WHO IN ENTERTAINMENT
Registration Number:	1817881	WHO'S WHO IN AMERICAN NURSING
Registration Number:	1730993	WHO'S WHO IN AMERICAN EDUCATION
Registration Number:	1805247	WHO'S WHO IN SCIENCE AND ENGINEERING
Registration Number:	1923629	MARQUIS
Registration Number:	1959899	MARQUIS WHO'S WHO
Registration Number:	2275120	WHO'S WHO IN THE MEDIA AND COMMUNICATIONS
Registration Number:	2275121	WHO'S WHO IN AMERICA
Registration Number:	2241435	MARQUIS WHO'S WHO
Registration Number:	2254665	THE COMPLETE MARQUIS WHO'S WHO ON CD-ROM
Registration Number:	2242351	WHO'S WHO IN MEDICINE AND HEALTHCARE
Registration Number:	2245357	WHO'S WHO IN AMERICAN EDUCATION
Registration Number:	2244179	WHO'S WHO IN RELIGION
Registration Number:	2247021	WHO'S WHO IN RELIGION
Registration Number:	2245379	WHO'S WHO IN AMERICAN LAW
Registration Number:	2278704	WHO'S WHO IN AMERICAN NURSING
Registration Number:	2245380	WHO'S WHO OF AMERICAN WOMEN
Registration Number:	2247047	WHO'S WHO IN ADVERTISING
Registration Number:	2247065	WHO'S WHO IN AMERICAN POLITICS
Registration Number:	2447663	NATIONAL REGISTER PUBLISHING

CORRESPONDENCE DATA

Fax Number: (212)894-5663

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 212-940-8663

Email: simon.bock@kmzr.com

Correspondent Name: Simon Bock

Address Line 1: 575 Madison Avenue

Address Line 4: New York, NEW YORK 10022-2585

ATTORNEY DOCKET NUMBER: 33	331135-00002
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NAME OF SUBMITTER: Simon Bock

Total Attachments: 12

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TRADEMARK ASSIGNMENT

This ASSIGNMENT (the "Assignment") is made as of the 4th day of September, 2003 between Reed Publishing (Nederland) B.V., a limited liability company organized and existing under the laws of the Netherlands with offices at Van de Sande Bakhuyzenstraat #4, 1061 AG Amsterdam, The Netherlands ("Assignor"), and Marquis Who's Who LLC, a Delaware limited liability company, with offices at 562 Central Avenue, New Providence, New Jersey 07974 ("Assignee").

WHEREAS, Assignor is the owner of the registrations and pending applications for trademarks and service marks listed on Schedule A hereto (collectively, the "Trademarks") and the goodwill of the business symbolized thereby;

WHEREAS, Pursuant to an Asset Sale Agreement by and among Reed Elsevier Inc., Assignor and Assignee, dated as of the date hereof (the "Asset Sale Agreement"), Assignor agreed to assign its entire right, title and interest in and to the Trademarks, to Assignee, together with the goodwill of the business symbolized by the Trademarks; and

WHEREAS, Assignee desires to acquire Assignor's entire right, title and interest in and to the Trademarks and the goodwill of the business symbolized by the Trademarks and to become the successor to the portion of Assignor's business to which any Trademarks registered or filed on the basis of intent-to-use apply, which business is ongoing and existing.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties hereby agree as follows:

- 1. Assignor hereby assigns to Assignee, its successors and assigns, its entire right, title and interest in and to the Trademarks; all registrations and applications in respect thereto and any renewals thereof and the goodwill of the business symbolized by the Trademarks, all income, royalties, damages, and payments now or hereafter due or payable in respect to the Trademarks (excluding such income, royalties and payments due from or payable by any Affiliate (as defined below) of Assignor and accrued prior to the date of this Assignment), and all causes of action (either in law or equity) and the right to sue, counterclaim, and recover for past, present, and future infringement, misappropriation, or dilution of the rights assigned to Assignee hereunder, and all rights corresponding thereto throughout the world. "Affiliate" has the meaning set forth in Rule 12b-2 of the Securities Exchange Act of 1934, as amended, and rules and regulations thereunder.
- 2. Assignor further agrees, without further consideration and at Assignee's expense, to cause to be performed such lawful acts and to execute such further documents as Assignee may reasonably request to fully effectuate this Assignment including, but not limited to, the execution of assignments in recordable form in each jurisdiction where trademark registrations or applications for the Trademarks may be issued or pending.

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This 4th day of September, 2003.

ASSIGNOR:

Reed Publishing (Nederland) B.V.

Title: Attorney-in-Fact

ASSIGNEE:

Marquis Who's Who LLC

By: Stephen J. Toy
Title: Treasurer, Secretary and

Vice-President

This 4th day of September, 2003.

ASSIGNOR:

Reed Publishing (Nederland) B.V.

By: Renee P. Simonton Title: Attorney-in-Fact

ASSIGNEE:

Marquis Who's Who LLC

By: Stephen J. Toy
Title: Treasurer, Secretary and

Vice-President

STATE OF	Delaware)
COUNTY O	F New Castle) SS. ()

I, a notary public, in and for the county and state aforesaid, do hereby certify that Renee P. Simonton known to me to be the Attorney-in-Fact of Reed Publishing (Nederland) B.V. appeared before me this day in person and acknowledged that she signed the above and foregoing instrument as her free and voluntary act.

IN WITNESS WHEREOF, I have hereunto set my hand and notarial seal this 4th day of September, 2003.

Lorga allen Beran'
Notary Public

My commission expires:_____

SONJA ALLEN BEVAN NOTARY PUBLIC-DELAWARE My Commission Expires May 30, 2004

Schedule A

The attached list of trademarks constitutes Schedule A of this Assignment.

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Trademarks

Mark: ID 1248	Mark: ID 1204	Mark: ID 2616	Mark: ID 1201	Mark: ID 2165 2614	Mark: ID 2166
WHO' Country United States	WHO Country United States	THE C Country United States	MARQ Country United States	MARQU Country United States United States	MARQUIS Country C United States 10
S WHO AMON Classes	WAS WHO IN Classes 16	OMPLETE MA Classes 9	UIS WHO'S WI Classes 16	MARQUIS WHO'S WHO Classes Itates 16 States 9	JIS Classes 16
WHO'S WHO AMONG YOUNG HUMAN SERVICES PROFESSIONALS Classes Reg. Owner App. # App. Dt tates 16 Reed Publishing 74068326 6/12/90 (Nederland) B.V.	WHO WAS WHO IN AMERICA in stylized lettering Classes Reg. Owner App. tates 16 Reed Publishing 71/54 (Nederland) B.V.	THE COMPLETE MARQUIS WHO'S WHO ON CD ROM Classes Reg. Owner App. # tates 9 Reed Publishing 75/144151 (Nederland) B.V.	MARQUIS WHO'S WHO in special lettering & design Classes Reg. Owner App. # tates 16 Reed Publishing (Nederland) B.V.	Reg. Owner Reed Publishing (Nederland) B.V. Reed Publishing (Nederland) B.V.	Reg. Owner Reed Publishing (Nederland) B.V.
SERVICES PR App. # 74068326	App. # 71/545142	ON CD ROM App. # 75/144151	& design App. #	App. # 74/588219 75/143625	App. # 74/588215
OFESSIONALS App. Dt 6/12/90	App. Dt 12/22/47	App. Dt 8/2/96	App. Dt	App. Dt 10/19/94 8/1/96	App. Dt 10/19/94
Reg. #	Reg. # 509921-P	Reg. # 2254665	Reg. #	Reg. # 1959899 2241435	Reg. # 1923629
Reg. Dt	Reg. Dt 5/17/49	Reg. Dt 6/22/99	Reg. Dt	Reg. Dt 3/5/96 4/27/99	Reg. Dt 10/3/95
Status Common Law	Status Registered	Status Registered	Status Common Law	Status Registered Registered	Status Registered

Mark: ID 1250	Mark: ID 2567	Mark: ID 1207	Mark: ID 1208	Mark: ID 2615	Mark: ID 2959
WHO'S WHO IN AN Country Classes United States 16	WHO'S WHO IN AM Country Classes United States 16	WHO'S WHO IN AM Country Classes United States 16	WHO'S WHO IN AM Country Classes United States 16	WHO'S WHO IN AMERICA Country Classes Reg United States 9 Reg (Ne	WHO'S WHO IN ADVERTISING Country Classes Reg. Ow United States 9 Reed Put (Nederla
WHO'S WHO IN AMERICA JUNIOR AND SENIOR HIGH SCHOOL Classes Reg. Owner App. # App. Ditates 16 Reed Publishing (Nederland) B.V.	WHO'S WHO IN AMERICA <stylized letters=""> Classes Reg. Owner tates 16 Reed Publishing (Nederland) B.V.</stylized>	WHO'S WHO IN AMERICA-SUPPLEMENT Classes Reg. Owner tates 16 Reed Publishing (Nederland) B.V.	WHO'S WHO IN AMERICA-PROFESSIONAL/GEOGRAPHICAL INDEX Classes Reg. Owner App. # App. Dt tates 16 Reed Publishing (Nederland) B.V.	ERICA Reg. Owner Reed Publishing (Nederland) B.V.	PERTISING Reg. Owner Reed Publishing (Nederland) B.V.
SENIOR HIG App. #	App. # 71/402838	App.#	AL/GEOGRAP App. #	App. # 75/143622	App. # 75/286927
H SCHOOL App. Dt	App. Dt 2/10/38	App. Dt	HICAL INDEX App. Dt	App. Dt 8/1/96	App. Dt 5/5/97
Reg. #	Reg. # 378389-P	Reg. #	Reg. #	Reg. # 2275121	Reg. # 2247047
Reg. Dt	Reg. Dt 6/11/40	Reg. Dt	Reg. Dt	Reg. Dt 9/7/99	Reg. Dt 5/25/99
Status Common Law	Status Registered	Status Common Law	Status Common Law	Status Registered	Status Registered

Kegistered	9/21/99	2278704	5/5/97	75/286216	Reed Publishing	9	United States	2961
Status Registered	Reg. Dt 1/25/94	Reg. # 1817881	App. Dt 12/26/89	App. # 74/013818	WHO'S WHO IN AMERICAN NURSING Classes Reg. Owner Rates 16 Red Publishing	O'S WHO IN Classes 16	WHC Country United States	Mark: ID 1212
Vegareten	5/18/99	2245379	5/5/97	75/286137	Reed Publishing (Nederland) B.V.	9	United States	2960
Status Registered	Reg. Dt 3/14/89	Reg. # 1529670-P	App. Dt 3/7/88	App. # 73/715129	WHO'S WHO IN AMERICAN LAW Classes Reg. Owner Reed Publishing (Nederland) B.V.	'S WHO IN Classes 16	WHO Country United States	Mark: ID 1211
Registered	5/5/64	Reg. # 769205	App. Dt 6/24/63	App. # 72/171678	Reg. Owner Reed Publishing (Nederland) B.V.	Classes 16	Country United States	Mark: ID 1210
Ctat.					(Nederland) D. F.			
Registered	5/18/99	2245357	3/19/97	75/259897	(Nederland) B.V. Reed Publishing (Nederland) B.V.	9 .	United States	2927
Status Registered	Reg. Dt 11/10/92	Reg. # 1730993	App. Dt 12/26/89	App. # 74/013819	AMERI	S WHO IN Classes	WHO" Country United States	Mark:
					corporation			
Status Common Law	Reg. Dt	Reg. #	App. Dt	App.#	WHO'S WHO IN AMERICAN ART Classes Reg. Owner tates 16 Reed Elsevier Inc., Massachusetts	WHO IN Classes 16	WHO'S Country United States	Mark: ID 1562

Mark: ID 1237	2929	Mark: ID 2928	Mark: ID 2629	Mark: ID 1214	Mark: ID 1213	Mark: ID 2975
WHO's Country United States	United States	WHO'S Country United States	WHO'S Country United States	WHO'S Country United States	WHO'S Country United States	WHO'S Country United States
WHO IN SCIEN Classes 16	9	WHO'S WHO IN RELIGION Classes Reg tates 16 Rec	WHO IN MEDIC Classes 16	WHO IN FINAN Classes 16	WHO'S WHO IN ENTERTAINMENT Classes Reg. Owner tates 16 Reed Publish (Nederland) 1	WHO'S WHO IN AMERICAN POLITICS Classes Reg. Owner tates 16 Reed Publishing (Nederland) B.V
WHO'S WHO IN SCIENCE AND ENGINEERING Classes Reg. Owner Applitates 16 Reed Publishing 740 (Nederland) B.V.	(Nederland) B.V. Reed Publishing (Nederland) B.V.	Reg. Owner Reed Publishing	WHO'S WHO IN MEDICINE AND HEALTHCARE Classes Reg. Owner Apparetes 16 Reed Publishing 75/13 (Nederland) B.V.	WHO'S WHO IN FINANCE & INDUSTRY Classes Reg. Owner tates 16 Reed Publishing (Nederland) B.V.	TAINMENT Reg. Owner Reed Publishing (Nederland) B. V.	[CAN POLITICS Reg. Owner Reed Publishing (Nederland) B.V.
ERING App. # 74069192	75/259858	App. # 75/260028	HCARE App. # 75/151398	App. # 73/112925	App. # 73/817523	App. # 75/293853
App. Dt 6/14/90	3/19/97	App. Dt 3/19/97	App. Dt 8/16/96	App. Dt 1/24/77	App. Dt 8/7/89	App. Dt 5/19/97
Reg.# 1805247	2244179	Reg. # 2247021	Reg. # 2242351	Reg. # 1106632-P	Reg. # 1599566	Reg. # 2247065
Reg. Dt 11/16/93	5/11/99	Reg. Dt 5/25/99	Reg. Dt 5/4/99	Reg. Dt 11/21/78	Reg. Dt 6/5/90	Reg. Dt 5/25/99
Status Registered	Registered	Status Registered	Status Registered	Status Registered	Status Registered	Status Registered

Mark:	Mark:	Mark:	Mark:	Mark:	Mark:
ID	ID	ID	ID	ID	ID
1242	1241	1240	1239	2580	1238
WHO'S WHO IN THE WORLD Country Classes Reg. 0 Country 16 Reed F United States 16 (Neder	WHO'S WHO IN THE WEST Country Classes Reg United States 16 Rece (Nec	WHO'S WHO IN THE Country Classes United States 16	WHO'S WHO IN THE MIDWEST Country Classes Reg. Ow United States 16 Reed Put (Nederla	WHO'S WHO IN THE Country Classes United States 16	WHO'S WHO IN THE EAST Country Classes Reg United States 16 Rec (Ne
E WORLD Reg. Owner Reed Publishing (Nederland) B.V.	E WEST Reg. Owner Reed Publishing (Nederland) B.V.	WHO'S WHO IN THE SOUTH AND SOUTHWEST Classes Reg. Owner App. tates 16 Reed Publishing 72/06 (Nederland) B.V.	Reg. Owner Reed Publishing (Nederland) B.V.	WHO'S WHO IN THE MEDIA AND COMMUNICATIONS Classes Reg. Owner App. # tates 16 Reed Publishing 75/140968 (Nederland) B.V.	Reg. Owner Reed Publishing (Nederland) B.V.
App. # 72387114	App. # 72/066794	App. # 72/066627	App. # 72/066628	UNICATIONS App. # 75/140968	App. # 72/066795
App. Dt 3/23/71	App. Dt 1/30/59	App. Dt 1/28/59	App. Dt 1/28/59	App. Dt 7/29/96	App. Dt 1/30/59
Reg. #	Reg. #	Reg. #	Reg. #	Reg. #	Reg. #
931159-P	696100	696098	696099	2275120	696101
Reg. Dt	Reg. Dt	Reg. Dt	Reg. Dt	Reg. Dt	Reg. Dt
3/21/72	4/12/60	4/12/60	4/12/60		4/12/60
Status	Status	Status	Status	Status	Status
Registered	Registered	Registered	Registered	Registered	Registered

RECORDED: 10/13/2003

Mark: NATIONAL REGISTER PUBLISHING ID Country Classes Reg. Owner N/A United States 16, 2, 5, 22, Reed Publishin 23, 29, 37, (Nederland) B. 38, 50	Mark: WHO'S WHO Stylized Letters ID Country Classes Reg. Owner 2940 United States 16 Reed Publishing (Nederland) B.V	Mark: WHO'S WHO OF EMERGING LEADERS IN AMERICA ID Country Classes Reg. Owner App. # 1246 United States 16 Reed Publishing 73/715130 (Nederland) B.V.	2962 United States 9 Reed Publishing (Nederland) B.V.	ID Country Classes Reg. Owner 1245 United States 16 Reed Publishing (Nederland) B.V
PUBLISHING Reg. Owner Reed Publishing (Nederland) B.V.	tters Reg. Owner Reed Publishing (Nederland) B.V.	GING LEADERS IN AMERICA Reg. Owner App. # Reed Publishing 73/715130 (Nederland) B.V.	blishing 75/286926 nd) B.V.	tates 16 Reed Publishing 72/107356 (Nederland) B.V.
App. Dt 199 12/14/99	App. Dt 554 11/1/71	CA App. Dt 130 3/7/88	926 5/5/97	App. Dt 356 10/28/60
Reg. # 2447663	Reg. # 991399	Reg. # 1538128-P	2245380	Keg. # 729754-P
Reg. Dt 5/01/01	Reg. Dt 8/20/74	Reg. Dt 5/9/89	5/18/99	4/10/62
Status Registered	Status Registered	Status Registered	Registered	Registered