

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
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<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Reed Publishing (Nederland) B.V.		09/04/2003	Limited Liability Company: NETHERLANDS

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

<b>PROPERTY NUMBERS Total: 34</b>		
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>
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

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

ATTORNEY DOCKET NUMBER:	331135-00002
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.

3. This Assignment may be executed in one or more counterparts, each of which shall be deemed an original, but all of which together shall be deemed to be one and the same instrument.

This 4<sup>th</sup> 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


This 4<sup>th</sup> day of September, 2003.

ASSIGNOR:  
Reed Publishing (Nederland) B.V.

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

ASSIGNEE:  
Marquis Who's Who LLC



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By: Stephen J. Toy  
Title: Treasurer, Secretary and  
Vice-President

STATE OF *Delaware* )  
COUNTY OF *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 4<sup>th</sup> day of September, 2003.

*Sonja Allen Bevan*  
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.

Trademarks

Mark: ID	Country	Classes	Reg. Owner	App. #	App. Dt	Reg. #	Reg. Dt	Status
2166	United States	16	Reed Publishing (Nederland) B. V.	74/588215	10/19/94	1923629	10/3/95	Registered

Mark: ID	Country	Classes	Reg. Owner	App. #	App. Dt	Reg. #	Reg. Dt	Status
2165	United States	16	Reed Publishing (Nederland) B. V.	74/588219	10/19/94	1959899	3/5/96	Registered
2614	United States	9	Reed Publishing (Nederland) B. V.	75/143625	8/1/96	2241435	4/27/99	Registered

Mark: ID	Country	Classes	Reg. Owner	App. #	App. Dt	Reg. #	Reg. Dt	Status
1201	United States	16	Reed Publishing (Nederland) B. V.					Common Law

Mark: ID	Country	Classes	Reg. Owner	App. #	App. Dt	Reg. #	Reg. Dt	Status
2616	United States	9	Reed Publishing (Nederland) B. V.	75/144151	8/2/96	2254665	6/22/99	Registered

Mark: ID	Country	Classes	Reg. Owner	App. #	App. Dt	Reg. #	Reg. Dt	Status
1204	United States	16	Reed Publishing (Nederland) B. V.	71/545142	12/22/47	509921-P	5/17/49	Registered

Mark: ID	Country	Classes	Reg. Owner	App. #	App. Dt	Reg. #	Reg. Dt	Status
1248	United States	16	Reed Publishing (Nederland) B. V.	74068326	6/12/90			Common Law

Mark: ID	Country	Classes	Reg. Owner	App. #	App. Dt	Reg. #	Reg. Dt	Status
2959	United States	9	Reed Publishing (Nederland) B. V.	75/286927	5/5/97	2247047	5/25/99	Registered

Mark: ID	Country	Classes	Reg. Owner	App. #	App. Dt	Reg. #	Reg. Dt	Status
2615	United States	9	Reed Publishing (Nederland) B. V.	75/143622	8/1/96	2275121	9/7/99	Registered

Mark: ID	Country	Classes	Reg. Owner	App. #	App. Dt	Reg. #	Reg. Dt	Status
1208	United States	16	Reed Publishing (Nederland) B. V.					Common Law

Mark: ID	Country	Classes	Reg. Owner	App. #	App. Dt	Reg. #	Reg. Dt	Status
1207	United States	16	Reed Publishing (Nederland) B. V.					Common Law

Mark: ID	Country	Classes	Reg. Owner	App. #	App. Dt	Reg. #	Reg. Dt	Status
2567	United States	16	Reed Publishing (Nederland) B. V.	71/402838	2/10/38	378389-P	6/11/40	Registered

Mark: ID	Country	Classes	Reg. Owner	App. #	App. Dt	Reg. #	Reg. Dt	Status
1250	United States	16	Reed Publishing (Nederland) B. V.					Common Law

Mark: ID	Country	Classes	Reg. Owner	App. #	App. Dt	Reg. #	Reg. Dt	Status
1562	United States	16	Reed Elsevier Inc., a Massachusetts corporation					Common Law

Mark: ID	Country	Classes	Reg. Owner	App. #	App. Dt	Reg. #	Reg. Dt	Status
1209	United States	16	Reed Publishing (Nederland) B. V.	74/013819	12/26/89	1730993	11/10/92	Registered
2927	United States	9	Reed Publishing (Nederland) B. V.	75/259897	3/19/97	2245357	5/18/99	Registered

Mark: ID	Country	Classes	Reg. Owner	App. #	App. Dt	Reg. #	Reg. Dt	Status
1210	United States	16	Reed Publishing (Nederland) B. V.	72/171678	6/24/63	769205	5/5/64	Registered

Mark: ID	Country	Classes	Reg. Owner	App. #	App. Dt	Reg. #	Reg. Dt	Status
1211	United States	16	Reed Publishing (Nederland) B. V.	73/715129	3/7/88	1529670-P	3/14/89	Registered
2960	United States	9	Reed Publishing (Nederland) B. V.	75/286137	5/5/97	2245379	5/18/99	Registered

Mark: ID	Country	Classes	Reg. Owner	App. #	App. Dt	Reg. #	Reg. Dt	Status
1212	United States	16	Reed Publishing (Nederland) B. V.	74/013818	12/26/89	1817881	1/25/94	Registered
2961	United States	9	Reed Publishing (Nederland) B. V.	75/286216	5/5/97	2278704	9/21/99	Registered

WHO'S WHO IN AMERICAN POLITICS									
Mark:	ID	Country	Classes	Reg. Owner	App. #	App. Dt	Reg. #	Reg. Dt	Status
	2975	United States	16	Reed Publishing (Nederland) B.V.	75/293853	5/19/97	2247065	5/25/99	Registered

WHO'S WHO IN ENTERTAINMENT									
Mark:	ID	Country	Classes	Reg. Owner	App. #	App. Dt	Reg. #	Reg. Dt	Status
	1213	United States	16	Reed Publishing (Nederland) B.V.	73/817523	8/7/89	1599566	6/5/90	Registered

WHO'S WHO IN FINANCE & INDUSTRY									
Mark:	ID	Country	Classes	Reg. Owner	App. #	App. Dt	Reg. #	Reg. Dt	Status
	1214	United States	16	Reed Publishing (Nederland) B.V.	73/112925	1/24/77	1106632-P	11/21/78	Registered

WHO'S WHO IN MEDICINE AND HEALTHCARE									
Mark:	ID	Country	Classes	Reg. Owner	App. #	App. Dt	Reg. #	Reg. Dt	Status
	2629	United States	16	Reed Publishing (Nederland) B.V.	75/151398	8/16/96	2242351	5/4/99	Registered

WHO'S WHO IN RELIGION									
Mark:	ID	Country	Classes	Reg. Owner	App. #	App. Dt	Reg. #	Reg. Dt	Status
	2928	United States	16	Reed Publishing (Nederland) B.V.	75/260028	3/19/97	2247021	5/25/99	Registered
	2929	United States	9	Reed Publishing (Nederland) B.V.	75/259858	3/19/97	2244179	5/11/99	Registered

WHO'S WHO IN SCIENCE AND ENGINEERING									
Mark:	ID	Country	Classes	Reg. Owner	App. #	App. Dt	Reg. #	Reg. Dt	Status
	1237	United States	16	Reed Publishing (Nederland) B.V.	74069192	6/14/90	1805247	11/16/93	Registered

WHOS WHO IN THE EAST								
Mark: ID	Country	Classes	Reg. Owner	App. #	App. Dt	Reg. #	Reg. Dt	Status
1238	United States	16	Reed Publishing (Nederland) B. V.	72/066795	1/30/59	696101	4/12/60	Registered

WHOS WHO IN THE MEDIA AND COMMUNICATIONS								
Mark: ID	Country	Classes	Reg. Owner	App. #	App. Dt	Reg. #	Reg. Dt	Status
2580	United States	16	Reed Publishing (Nederland) B. V.	75/140968	7/29/96	2275120	9/7/99	Registered

WHOS WHO IN THE MIDWEST								
Mark: ID	Country	Classes	Reg. Owner	App. #	App. Dt	Reg. #	Reg. Dt	Status
1239	United States	16	Reed Publishing (Nederland) B. V.	72/066628	1/28/59	696099	4/12/60	Registered

WHOS WHO IN THE SOUTH AND SOUTHWEST								
Mark: ID	Country	Classes	Reg. Owner	App. #	App. Dt	Reg. #	Reg. Dt	Status
1240	United States	16	Reed Publishing (Nederland) B. V.	72/066627	1/28/59	696098	4/12/60	Registered

WHOS WHO IN THE WEST								
Mark: ID	Country	Classes	Reg. Owner	App. #	App. Dt	Reg. #	Reg. Dt	Status
1241	United States	16	Reed Publishing (Nederland) B. V.	72/066794	1/30/59	696100	4/12/60	Registered

WHOS WHO IN THE WORLD								
Mark: ID	Country	Classes	Reg. Owner	App. #	App. Dt	Reg. #	Reg. Dt	Status
1242	United States	16	Reed Publishing (Nederland) B. V.	72387114	3/23/71	931159-P	3/21/72	Registered

WHO'S WHO OF AMERICAN WOMEN									
Mark:	ID	Country	Classes	Reg. Owner	App. #	App. Dt	Reg. #	Reg. Dt	Status
	1245	United States	16	Reed Publishing (Nederland) B.V.	72/107356	10/28/60	729754-P	4/10/62	Registered
	2962	United States	9	Reed Publishing (Nederland) B.V.	75/286926	5/5/97	2245380	5/18/99	Registered

WHO'S WHO OF EMERGING LEADERS IN AMERICA									
Mark:	ID	Country	Classes	Reg. Owner	App. #	App. Dt	Reg. #	Reg. Dt	Status
	1246	United States	16	Reed Publishing (Nederland) B.V.	73/715130	3/7/88	1538128-P	5/9/89	Registered

WHO'S WHO Stylized Letters									
Mark:	ID	Country	Classes	Reg. Owner	App. #	App. Dt	Reg. #	Reg. Dt	Status
	2940	United States	16	Reed Publishing (Nederland) B.V.	72/406554	11/1/71	991399	8/20/74	Registered

NATIONAL REGISTER PUBLISHING									
Mark:	ID	Country	Classes	Reg. Owner	App. #	App. Dt	Reg. #	Reg. Dt	Status
	N/A	United States	16, 2, 5, 22, 23, 29, 37, 38, 50	Reed Publishing (Nederland) B.V.	75-871199	12/14/99	2447663	5/01/01	Registered