

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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| SUBMISSION TYPE: | NEW ASSIGNMENT |
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| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL |
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| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Crain Communications, Inc. | | 07/01/1999 | CORPORATION: ILLINOIS |

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| RECEIVING PARTY DATA | |
| Name: | Crain Management Services Inc. |
| Street Address: | 1155 Gratiot Avenue |
| City: | Detroit |
| State/Country: | MICHIGAN |
| Postal Code: | 48207 |
| Entity Type: | CORPORATION: MICHIGAN |

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| PROPERTY NUMBERS Total: 1 | | |
| Property Type | Number | Word Mark |
| Registration Number: | 2132016 | LAUNDRY NEWS |

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| 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 South Main Street |
| Address Line 2: | Suite 300 |
| Address Line 4: | Ann Arbor, MICHIGAN 48104 |

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| ATTORNEY DOCKET NUMBER: | 18380-3/ASSIGNMENT |
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| NAME OF SUBMITTER: | Beth Kinnaird |
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| Total Attachments: 2 source=Assignment#page1.tif source=Assignment Ex A#page1.tif |
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CH \$40.00 2132016

ASSIGNMENT

WHEREAS, CRAIN COMMUNICATIONS INC, an Illinois corporation, having place 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 William A. Morrow

Name: William A. Morrow
Title: Executive Vice President

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REEL: 002758 FRAME: 0732

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

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