

08-22-2003

08 18 2003

Form PTO-1594 (Rev. 10/02) 3-18-03 RE  
OMB No. 0651-0027 (exp. 6/30/2005)  
Tab settings ⇌ ⇌ ⇌ ▼



102532894

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):

Reed Publishing (Nederland) B.V.

- Individual(s)
- General Partnership
- Corporation-State - Delaware
- Other
- Association
- Limited Partnership

Additional name(s) of conveying party(ies) attached?  Yes  No

2. Name and address of receiving party(ies)

Name: Travel Newco, LLC

Internal Address:

Street Address: 500 Plaza Drive

City: Secaucus State: NJ Zip: 07094

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State

Other Limited liability company - Delaware  
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

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: September 28, 2001

4. Application number(s) or registration number(s):

A. Trademark Application No.(s) See attached

B. Trademark Registration No.(s) See attached

Additional number(s) attached  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: David W. Sar

Internal Address:

Brooks, Pierce, McLendon,  
Humphrey & Leonard, L.L.P.

Street Address: 2000 Renaissance Plaza

230 North Elm Street

City: Greensboro State: NC Zip: 27401

6. Total number of applications and registrations involved: 27 26 <sup>DWS 8/14/03</sup>

7. Total fee (37 CFR 3.41)..... \$ 690.00 <sup>\$665.00 DWS 9/14/03 already paid</sup>

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

DO NOT USE THIS SPACE

9. Signature.

David W. Sar, Attorney  
for NorthStar Travel Media,  
LLC, f/k/a Travel Newco,

Name of Person Signing LLC

Signature

3/13/03

Date

Total number of pages including cover sheet, attachments, and document: 8

Mail documents to be recorded with required cover sheet information to:  
Commissioner of Patent & Trademarks, Box Assignments  
Washington, D.C. 20231

03/21/2003 EC00PER 00000015 75836978

01 FC:8521  
02 FC:8522

40.00 DP  
650.00 DP

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

75/836,978 HTI Hotelink  
76/132,816 OHG  
76/075,110 Travel Weekly Daily Bulletin

B. Trademark Registration No.(s)

1,810,721 Hotel & Travel Index  
2,158,249 Hotel & Travel Index  
~~2,148,372 Hotel & Travel Index~~ *Dis 8/14/03*  
2,170,775 Hotel & Travel Index Online  
1,683,759 M&C  
2,115,995 M&C  
1,950,130 M&C and Design  
1,927,258 M&C Gold Platter Award and Design  
1,932,650 M&C Gold Service CVB Award and Design  
2,115,994 M&C Online  
2,242,660 M&C Online Meetings and Conventions  
1,257,941 M&C On-Site  
1,083,941 Meetings & Conventions  
2,378,247 Official Cruise Guide  
1,992,465 Official Hotel Guide  
1,741,222 Official Meeting Facilities Guide  
2,266,378 Official Meeting Facilities Guide  
2,194,730 Travel Weekly  
1,180,111 Travel Weekly  
2,366,654 Travel Weekly Cross Roads  
2,200,965 Travel Weekly Online  
1,938,311 Travel Weekly's Conference  
1,939,585 Travel Weekly's Conference  
862,432 TravelAge

## TRADEMARK ASSIGNMENT

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Reed Elsevier Properties Inc., a Delaware corporation having its principal place of business at 1105 North Market Street, Suite 912, Wilmington, DE 19801, and Reed Publishing (Nederland) B.V., a limited liability company organized under the laws of The Netherlands, having its principal place of business at Sara Burgerhartstraat 25, 1055 KV, Amsterdam (the "Assignors"), do hereby sell, assign and transfer to Travel Newco LLC, a Delaware limited liability company, having its principal place of business at 500 Plaza Drive, Secaucus, NJ 07094 (the "Assignee"), its successors, assigns and legal representatives, the entire right, title and interest of Assignors in and to all trademarks identified on Schedule A hereto (collectively, the "Trademarks"), and the goodwill related thereto, and all registrations and applications for registration of all of the foregoing, including any renewals and extensions of the registrations that are or may be secured under the laws of the United States and all other countries, whether now or hereafter in effect, for Assignee's own use and enjoyment, as fully and entirely as the same would have been held and enjoyed by the Assignors if this Assignment and sale had not been made in the United States and other countries, and all rights, powers, emoluments, and advantage whatsoever symbolized thereby of Assignor, including common law rights in the Trademarks, and all rights to sue for and obtain damages, injunctive relief and attorneys' fees for all past infringements with respect thereto both at common law and under the statutes of the United States or any other country now or hereafter in effect, and claims and causes of action in favor of the Assignors heretofore accrued or hereafter accruing with respect thereto for misappropriation, infringement or other violation of proprietary or other rights in the Trademarks and all registrations or applications relating thereto and all renewals and extensions of such registrations. Assignors request the Commissioner of Patents and Trademarks to record Assignee as the assignee and owner thereof.

TO HAVE AND TO HOLD the same unto the Assignee, its successors and assigns, for and during the existence of such Trademarks and all renewals and extensions thereof, as fully and as entirely as the same would have been held and enjoyed by the Assignors had this Assignment and transfer not been made.

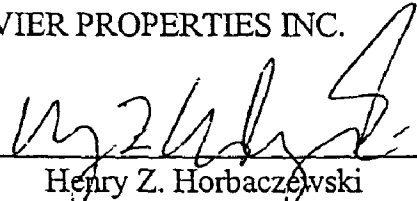
Nothing contained in this Assignment shall be deemed to supersede any of the agreements of the Assignors and the Assignee contained in the Trademark Purchase Agreement dated as of August 7, 2001, as amended, by and among Assignors and Assignee. In the event of any conflict or inconsistency between the provisions of this Agreement and the provisions of such agreement, the provisions of such agreement shall prevail.

The Assignors shall promptly, upon the request of the Assignee, execute such other instruments of conveyance as may be reasonably necessary to permit the Assignee to record the assignment made by this instrument.

IN WITNESS WHEREOF, the undersigned has caused this Assignment to be duly executed this 28<sup>th</sup> day of September, 2001.

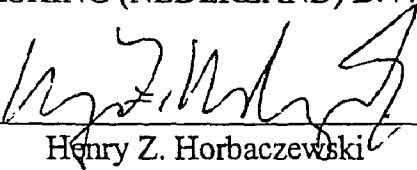
REED ELSEVIER PROPERTIES INC.

By: \_\_\_\_\_

  
Name: Henry Z. Horbaczewski  
Title: Attorney-in-Fact

REED PUBLISHING (NEDERLAND) B.V.

By: \_\_\_\_\_

  
Name: Henry Z. Horbaczewski  
Title: Attorney-in-Fact

## SCHEDULE A

### Reed Elsevier Properties Inc.

#### 1. *Registered Trademarks and Trademarks Applied For*

- AHEAD OF THE NEWS
- BUSINESS TRAVEL PLANNER
- NORTH AMERICA PROFILES
- PORTS OF CALL
- TRAVEL CORNER
- VIRTUAL WORLD
- WE TELL ALL
- WEISSMANN
- WEISSMANN TRAVEL REPORTS
- WEISSMANN TRAVEL REPORTS CITY PROFILES INTERNATIONAL
- WEISSMANN TRAVEL REPORTS CITY PROFILES NORTH AMERICA
- WEISSMANN TRAVEL REPORTS WE TELL ALL & design
- WEISSMANN'S ATLAS (Pending)
- WEISSMANN'S WORLD

#### 2. *Common Law Marks*

- STAR SERVICE CRITICAL GUIDE TO HOTEL & CRUISE SHIPS
- CITY PROFILES

### Reed Publishing (Nederland) B.V.

#### 1. *Registered Trademarks and Trademarks Applied For*

- HOTEL & TRAVEL INDEX (Various registered and pending)
- HOTEL & TRAVEL INDEX & design
- HOTEL & TRAVEL INDEX Design
- HOTEL & TRAVEL INDEX in Japanese lettering
- HOTEL & TRAVEL INDEX ONLINE
- HTI HOTELINK (Pending)
- M&C (Various registered and pending)
- M&C and design (key logo)
- M&C GOLD PLATTER AWARD and design
- M&C GOLD SERVICE CVB AWARD and design
- M&C MEETINGS & CONVENTIONS (Various registered and pending)
- M&C ONLINE
- M&C ONLINE MEETINGS AND CONVENTIONS
- M&C ON-SITE
- MEETINGS & CONVENTIONS (Various registered and pending)
- OFFICIAL CRUISE GUIDE
- OFFICIAL HOTEL GUIDE
- OFFICIAL MEETING FACILITIES GUIDE (Various registered and pending)

- OFFICIAL MEETING FACILITIES GUIDE EUROPE
- OHG
- OHRG
- OHRGUIDEBOOK
- OMFG
- TRAVEL WEEKLY [U.S. registered mark only]
- TRAVEL WEEKLY CROSS ROADS
- TRAVEL WEEKLY DAILY BULLETIN (Pending)
- TRAVEL WEEKLY ONLINE
- TRAVEL WEEKLY'S CONFERENCE
- TRAVELAGE

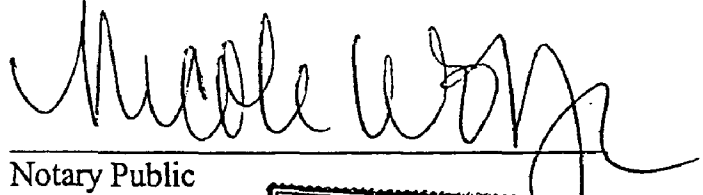
2. *Common Law Marks*

M&C MEETINGS & CONVENTIONS and design.

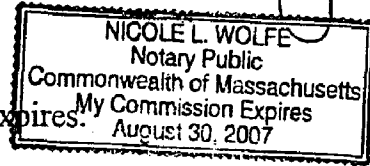
Commonwealth of Massachusetts )  
County of Suffolk )

ss.:

On this 28<sup>th</sup> day of September, 2001, before me appeared Henry Z. Horbaczewski, to me personally known, who, being by me duly sworn, did say that he is the Attorney-in-Fact of Reed Elsevier Properties Inc. and that the seal affixed to the foregoing instrument is the corporate seal of said corporation, and that said instrument was signed and sealed in behalf of said corporation by authority of its board of directors, and he acknowledged said instrument to be the free act and deed of said corporation.



Notary Public

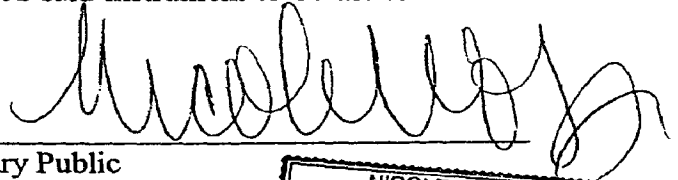


My commission expires

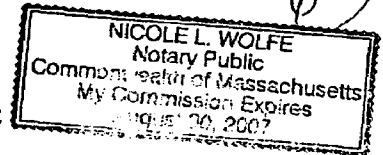
[SEAL]

Commonwealth of Massachusetts )  
 )  
County of Suffolk ) ss.:

On this 28<sup>th</sup> day of September, 2001, before me appeared Henry Z. Horbaczewski, to me personally known, who, being by me duly sworn, did say that he is the Attorney-in-Fact of Reed Publishing (Nederland) B.V. and that the seal affixed to the foregoing instrument is the corporate seal of said corporation, and that said instrument was signed and sealed in behalf of said corporation by authority of its board of directors, and he acknowledged said instrument to be the free act and deed of said corporation.



Notary Public



My commission expires:

[SEAL]