

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Reed Publishing (Nederland) B.V.		02/01/2009	LIMITED LIABILITY COMPANY: NETHERLANDS

**RECEIVING PARTY DATA**

<b>Name:</b>	Elsevier Properties SA
<b>Street Address:</b>	3, Espace de l'Europe
<b>City:</b>	2000 Neuchatel
<b>State/Country:</b>	SWITZERLAND
<b>Entity Type:</b>	Societe Anonyme: SWITZERLAND

**PROPERTY NUMBERS Total: 14**

Property Type	Number	Word Mark
Registration Number:	3176904	B&C
Registration Number:	3449135	B&C
Registration Number:	3533291	B&C
Registration Number:	1275087	
Registration Number:	3449128	BC BEAT
Registration Number:	3449130	BC CRAWLER
Registration Number:	2020610	BROADCASTING & CABLE
Registration Number:	0727830	FATES AND FORTUNES
Registration Number:	3448817	FATES & FORTUNES
Registration Number:	1283843	FIFTH ESTATER
Registration Number:	0826277	FOR THE RECORD
Registration Number:	1495739	UROLOGY
Registration Number:	1457386	TWICE
Registration Number:	1180111	TRAVEL WEEKLY

CH \$365.00 3176904

CORRESPONDENCE DATA

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*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
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ATTORNEY DOCKET NUMBER:	56183067-03 USRC A9USX11
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DOMESTIC REPRESENTATIVE

Name:  
Address Line 1:  
Address Line 2:  
Address Line 3:  
Address Line 4:

NAME OF SUBMITTER:	Lisa W. Rosaya
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Signature:	/lwr/
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Date:	07/13/2009
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Total Attachments: 2  
source=US assignment signed RPN to Elsevier Properties SA#page1.tif  
source=US assignment signed RPN to Elsevier Properties SA#page2.tif

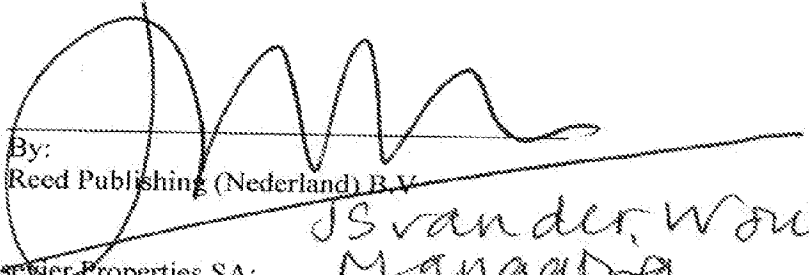
**CONFIRMATORY TRADEMARK ASSIGNMENT**

**WHEREAS**, Reed Publishing (Nederland) B.V., a limited liability company with registered office at Radarweg 29, 1043 NX Amsterdam, The Netherlands, hereafter "RPN", has been the owner of the American trademark registrations listed in Appendix 1 (hereinafter referred to as "The Trademarks"), and

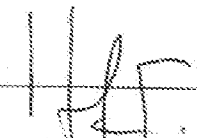
**WHEREAS**, Elsevier Properties SA, a Swiss company (Societe Anonyme), with registered office at 3, Espace de l'Europe, 2000 Neuchâtel, Switzerland, hereafter "EPSA", has acquired The Trademarks and the registrations thereof, together with the goodwill of the business symbolized by The Trademarks, from RPN by virtue of an agreement entitled "Trademarks Assignment Agreement" effective as of February, 1<sup>st</sup>, 2009;

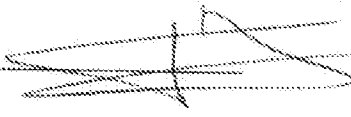
**NOW, THEREFORE**, for good and valuable consideration, the receipt of which is hereby acknowledged, RPN hereby confirms that it has assigned, transferred and conveyed to EPSA, all rights, title and interest in and to The Trademarks and the registrations thereof, together with the goodwill of the business symbolized by The Trademarks, effective as of February, 1st, 2009.

Signed this the 3<sup>rd</sup> day of July, 2009

By:   
Reed Publishing (Nederland) B.V.

Accepted on behalf of Elsevier Properties SA: J.S. van der Woud  
Managing Director

By:   
Helène Jean  
Managing Director

  
Jacques Billy  
Managing Director

NYCDMS/1125515.1

Appendix 1

**The Trademarks**

<b>Trademark</b>	<b>Registration</b>
B&C	3176904
B&C and design	3449135
B&C and design	3533291
B&C Logo Only	1275087
BC BEAT	3449128
BC CRAWLER	3449130
BROADCASTING & CABLE & Design	2020610
FATES AND FORTUNES	727830
FATES AND FORTUNES	3448817
FIFTH ESTATER	1283843
FOR THE RECORD	826277
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