

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.		02/01/2009	LIMITED LIABILITY COMPANY: NETHERLANDS

RECEIVING PARTY DATA

Name:	Elsevier Properties SA
Street Address:	3, Espace de l'Europe
City:	2000 Neuchatel
State/Country:	SWITZERLAND
Entity Type:	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.
Phone: 212-626-4557
Email: nyctrademarks@bakernet.com
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Address Line 4: New York, NEW YORK 10036

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
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source=US assignment signed RPN to Elsevier Properties SA#page2.tif

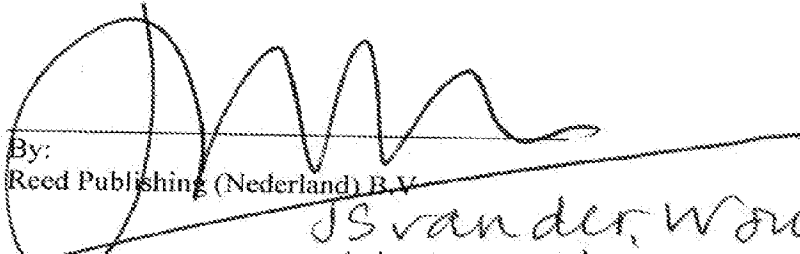
CONFIRMATORY TRADEMARK ASSIGNMENT

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, 1st, 2009;

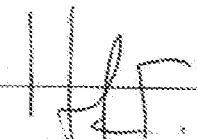
NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, RPN hereby confirms that it has assigned, transferred and conveyed to EPSA, all rights, title and interest in and to The Trademarks and the registrations thereof, together with the goodwill of the business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

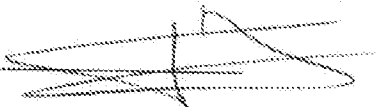
Signed this the 3rd day of July, 2009

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

Trademark	Registration
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
UROLOGY	1495739
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