

**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		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Crain Management Services, Inc.		05/23/2011	CORPORATION: MICHIGAN
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	American Trade Magazines, LLC		
<b>Street Address:</b>	566 West Lake Street		
<b>Internal Address:</b>	Suite 420		
<b>City:</b>	Chicago		
<b>State/Country:</b>	ILLINOIS		
<b>Postal Code:</b>	60661		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: ILLINOIS		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	1621165	AMERICAN COIN-OP	
<b>Registration Number:</b>	0508717	AMERICAN DRYCLEANER	
<b>Registration Number:</b>	2966625	AMERICAN LAUNDRY NEWS	
<b>Registration Number:</b>	1599594	AMERICAN CLEAN CAR	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(312)251-1010		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	(312) 251-1000		
<b>Email:</b>	sbaron@mandellmenkes.com		
<b>Correspondent Name:</b>	Mandell Menkes LLC		
<b>Address Line 1:</b>	333 W. Wacker Drive		
<b>Address Line 2:</b>	Suite 300		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60606		
<b>ATTORNEY DOCKET NUMBER:</b>	AMERICAN TRADE MAGAZINES		

**OP \$115.00 1621165**

**900194123**

**TRADEMARK  
 REEL: 004559 FRAME: 0912**

NAME OF SUBMITTER:	Steven L. Baron
Signature:	/Steven L. Baron/
Date:	06/10/2011
Total Attachments: 1 source=Crain's Trademark Assignment to American Trade Magazines#page1.tif	

