

07-01-1999

U.S. Department of Commerce
Patent and Trademark Office

06-24-1999

U.S. Patent & TMO/TM Mail RcptDt. #47



HEET

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To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies): 6.24.99
 Cowles Business Media, Inc.

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

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

2. Name and Address of receiving party(ies)

Name: Intertec Publishing Corporation

Address: 9800 Metcalf
 Overland Park, Kansas 66212

3. Nature of conveyance:

Assignment Merger

Security Agreement Change of Name

Other _____

Execution Date: May 27, 1999

Individual(s) citizenship _____

Association _____

General Partnership _____

Limited Partnership _____

Corporation-State Delaware

Other _____

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

4. Application number(s) or registration number(s): SEE ATTACHED SCHEDULE

A. Trademark Application No.(s) B. Trademark Registration No.(s)

Additional numbers attached? Yes No

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

Cowan, Liebowitz & Latman, P.C.
 1133 Avenue of the Americas
 New York, NY 10036-6799

Attn: Deborah K. Squiers, Esq.

6. Total number of applications and registrations involved: 45

7. Total fee (37 CFR 3.41)..... \$ 1,165.00

Enclosed

Any deficiency is authorized to be charged to Deposit Account No. 03-3415.

8. Deposit Account No. 03-3415

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature.
To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Deborah K. Squiers Deborah K. Squiers June 1, 1999

Name of Person Signing Signature Date

Total number of pages including cover sheet, attachments, and document: 7

Mail to: U.S. Patent and Trademark Office, Office of Public Records, Crystal Gateway 4, Room 335, Washington, DC 20231

06/30/1999 DNGUYEN 00000244 1742278
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EXHIBIT 1
 MAILED
 JUNE 2, 1999

TRADEMARK
 REEL: 001928 FRAME: 0397

COVERAGE TO BE CONVEYED TO INTERTEC PUBLISHING COPORATION

Country: United States

| <u>Mark</u> | <u>Classes</u> | <u>App. #</u> | <u>App. Dt</u> | <u>Reg. #</u> | <u>Reg. Dt</u> |
|--|----------------|---------------|----------------|---------------|----------------|
| AGENT'S EDGE | 16 | | | 1793628 | 9/21/93 |
| AMERICAN TRENDS | 16 | 74/736009 | 9/29/95 | | |
| ANNUAL CATALOG CONFERENCE & EXHIBITION | 35 | 75/366591 | 10/ 1/97 | | |
| CABLE AVAILS | 16 | 74/190728 | 8/ 1/91 | 1742278 | 12/22/92 |
| CABLE WORLD | 16 | 73/774691 | 1/17/89 | 1558993 | 10/ 3/89 |
| CATALOG AGE | 16 | 73/467624 | 2/27/84 | 1311064 | 12/25/84 |
| CATALOG AGE | 35 | 75/976715 | 12/ 7/95 | 2135118 | 2/ 3/98 |
| CATALOG AGE | 9 | 75/029229 | 12/ 7/95 | | |
| CIRCULATION MANAGEMENT | 16 | 75/366589 | 10/ 1/97 | 2241368 | 4/20/99 |
| CIRCULATION MANAGEMENT CONFERENCE & EXPO | 35 | 75/366592 | 10/ 1/97 | 2239946 | 4/13/99 |
| DEMOMEMO | 16 | 74/018025 | 1/11/90 | 1625445 | 11/27/90 |
| DIRECT | 16 | 73/765440 | 11/23/88 | 1594150 | 5/ 1/90 |
| DIRECT | 35 | 75/976717 | 12/ 7/95 | 2135120 | 2/ 3/98 |
| DIRECT | 9 | 75/029228 | 12/ 7/95 | | |
| DIRECT NEWSLINE | 35 | 75/366545 | 10/ 1/97 | | |
| DIRECTORY WORLD | 16, 35 | 75/242692 | 2/18/97 | 2149127 | 4/ 7/98 |
| DPX | 16 | 75/406630 | 12/17/97 | | |
| FACE TO FACE (STYLIZED) | 35, 41 | 73/222567 | 7/ 9/79 | 1159388 | 6/30/81 |
| FIRST DAY | 16 | 74/261161 | 3/31/92 | 1780216 | 7/ 6/93 |
| FOLIO: (STYLIZED) | 16 | 73/287146 | 11/24/80 | 1208218 | 9/14/82 |
| FOLIO: THE MAGAZINE FOR MAGAZINE MANAGEMENT | 16 | | | 1608210 | 7/31/90 |
| FORECAST (STYLIZED) | 16 | 75/119507 | 5/28/96 | 2057428 | 4/29/97 |

COVERAGE TO BE CONVEYED TO INTERTEC PUBLISHING COPORATION

| | | | | | |
|---|--------|-----------|----------|---------|----------|
| INSIDE MEDIA | 16 | | | 1800736 | 10/26/93 |
| INTERNATIONAL MAGAZINE MANAGEMENT EXECUTIVE FORUM | 35 | 75/366537 | 10/ 1/97 | 2243997 | 5/ 4/99 |
| M2 (STYLIZED) | 41 | 75/210905 | 12/10/96 | 2144317 | 3/17/98 |
| MAGAZINE AGE | 16 | | | 1182895 | 12/22/81 |
| MAGAZINE WEEK | 16 | | | 1517927 | 12/27/88 |
| MARKETING TOOLS | 16 | 74/494233 | 2/25/94 | 1973521 | 5/ 7/96 |
| NATIONAL CENTER FOR DATABASE MARKETING | 35 | 75/219509 | 12/27/96 | 2229917 | 3/ 9/99 |
| ON DEMAND | 16 | 74/567993 | 8/31/94 | 1900226 | 6/13/95 |
| ON DEMAND & DESIGN | 16 | 74/567914 | 8/31/94 | 1919671 | 9/19/95 |
| OZZIE | 41 | 74/534739 | 6/ 7/94 | 1955684 | 2/13/96 |
| PRE- | 16 | 74/534884 | 6/ 8/94 | 1896218 | 5/30/95 |
| PRE-MIERE | 41 | 74/534338 | 6/ 8/94 | 1894401 | 5/16/95 |
| PRE-PUBLISHING & PRINT PRODUCTION CONFERENCE & EXPO | 41 | 74/574379 | 9/15/94 | 1926789 | 10/10/95 |
| PROMO | 16, 35 | 75/366590 | 10/ 1/97 | 2236281 | 3/30/99 |
| PROMO EXPO | 35 | 75/366593 | 10/ 1/97 | | |
| PROMOXTRA! | 16 | 75/366544 | 10/ 1/97 | | |
| THE COWLES REPORT ONDATABASE MARKETING | 16 | 74/327518 | 10/30/92 | 1843620 | 7/ 4/94 |
| THE DATABASE MARKETER | 16 | 75/624950 | 1/22/99 | | |
| THE FOLIO:400 | 16 | 73/467625 | 2/27/84 | 1308964 | 12/11/84 |
| THE FOLIO:SHOW | 35, 41 | 73/660923 | 5/15/87 | 1469983 | 12/22/87 |
| THE NATIONAL CENTER FOR DATABASE MARKETING, INC. & DESIGN | 41 | 74/422689 | 8/10/93 | 1930498 | 10/31/95 |
| THE WORLD PRO AWARDS | 41 | 75/366588 | 10/ 1/97 | 2230279 | 3/ 9/99 |

TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is made the 27th day of May, 1999 between COWLES BUSINESS MEDIA, INC., a corporation organized and existing under the laws of Connecticut with its principal place of business at 11 River Bend Drive South, P.O. Box 4949, Stamford, Connecticut 06907 ("Assignor") and INTERTEC PUBLISHING CORPORATION, a corporation organized and existing under the laws of Delaware, with its principal place of business at 9800 Metcalf, Overland Park, Kansas 66212 ("Assignee").

WHEREAS, Assignor has adopted and used in the United States the trademarks listed in the Schedule hereto and is the owner of the registrations and applications thereof shown in the Schedule (the "Trademarks"); and

WHEREAS, Assignee wishes to acquire all of Assignor's right, title and interest in and to the Trademarks and the goodwill associated therewith;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns, transfers, and conveys unto Assignee all of its rights, title and interest in and to the Trademarks, whether statutory or at common law, including all applications and registrations thereof, together with the goodwill of the business symbolized by the Trademarks, and the right to sue for, collect and retain all damages and profits and all other remedies for past infringements thereof.

COWLES BUSINESS MEDIA, INC.

By: 

Name: Ann M. Riposanu

Title: Assistant Secretary

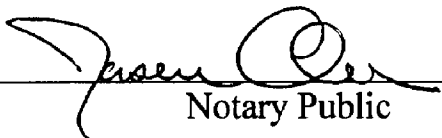
UNITED STATES

NOTARIAL ACKNOWLEDGEMENT

STATE OF New York)
) ss.:
COUNTY OF New York)

On the 27th day of May, 1999, before me personally came Ann Riposanu, to me known, who being by me duly sworn, did depose and say that he/she is Assistant Secretary of COWLES BUSINESS MEDIA, INC., the corporation described in and which executed the foregoing instrument; and that he/she signed his/her name thereto by order of the Board of Directors.

Notarial Seal


Notary Public

JASON OH
Notary Public, State of New York
No. 01OH5085430
Qualified in New York County
Commission Expires Sept. 22, 1999