

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	CHANGE OF NAME

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Primedia Business Magazines & Media Inc.		01/20/2006	CORPORATION: DELAWARE

**RECEIVING PARTY DATA**

<b>Name:</b>	Prism Business Media Inc.
<b>Street Address:</b>	249 W. 17th Street, 4th Floor
<b>City:</b>	New York
<b>State/Country:</b>	NEW YORK
<b>Postal Code:</b>	10011
<b>Entity Type:</b>	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 287**

Property Type	Number	Word Mark
Registration Number:	2840282	100 HANDS-ON HUNDRED
Registration Number:	1984881	ACCESS CONTROL & SECURITY SYSTEMS INTEGRATION
Registration Number:	2552003	AC-U-KWIK
Registration Number:	1198712	AIRCRAFT; BLUEBOOK-PRICE DIGEST
Registration Number:	2298981	AM
Registration Number:	1396245	AMERICAN CITY & COUNTY
Registration Number:	1756803	AMERICAN CITY & COUNTY
Registration Number:	1997690	AMERICAN CITY & COUNTY
Registration Number:	1569677	AMERICAN PRINTER
Registration Number:	2899621	AMERICAN SCHOOL & UNIVERSITY
Registration Number:	1887089	AMERICAN TRUCKER
Registration Number:	2049294	AMERICAN TRUCKER
Registration Number:	2539379	AMERICAN TRUCKER

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Registration Number:	2566924	AMERICAN TRUCKER OVER THE ROAD EDITION
Registration Number:	2270266	ANNUAL CATALOG CONFERENCE & EXHIBITION
Registration Number:	2529100	ANTI-AGING CONFERENCE & EXPOSITION
Registration Number:	2514217	ANTI-AGING EXPO
Registration Number:	2599149	APPLY*
Registration Number:	2021616	ASSOCIATION MEETINGS
Registration Number:	2439706	AUTO INTERIORS
Registration Number:	2801641	AUTO INTERIORS
Registration Number:	2849081	AUTOMOBILE RED BOOK
Registration Number:	2901986	AUTOMOBILE RED BOOK
Registration Number:	2526196	BACKSTAGE
Registration Number:	1961592	BE RADIO
Registration Number:	2199546	BEEF
Registration Number:	2389741	BEYOND BORDERS
Registration Number:	3003977	BLMC
Registration Number:	861985	BLUE BOOK
Registration Number:	1590834	BLUE BOOK
Registration Number:	712158	BROADCAST ENGINEERING
Registration Number:	2956246	BROADWAY LIGHTING MASTER CLASSES
Registration Number:	2926115	BROADWAY SOUND MASTER CLASSES
Registration Number:	3003978	BSMC
Serial Number:	78560130	BULK TRANSPORTER
Registration Number:	1496718	CALIFORNIA-ARIZONA FARM PRESS
Registration Number:	1505807	CALIFORNIA-ARIZONA FARM PRESS
Registration Number:	2135118	CATALOG AGE
Registration Number:	1311064	CATALOG AGE
Registration Number:	2835844	CATERED ARTS
Registration Number:	1691510	CATERED ARTS
Registration Number:	1958489	CEE NEWS
Registration Number:	2988368	CHIEF MARKETER
Registration Number:	1904579	CLUB INDUSTRY
Registration Number:	1857642	CLUB INDUSTRY
Registration Number:	2389166	CLYMER
Registration Number:	2304845	CM&I
Registration Number:	1723679	COMMERCIAL TRAILER BLUE BOOK

Registration Number:	2619118	CONCRETE PRACTICE
Registration Number:	1571873	CONCRETE PRODUCTS
Registration Number:	2309648	CONTINUUM
Registration Number:	2221360	CONTINUUM
Registration Number:	1556799	CONTRACTORS' EQUIPMENT COST GUIDE
Registration Number:	2068462	CORPORATE MEETINGS & INCENTIVES
Registration Number:	1529984	CORPORATE PROFILE
Registration Number:	2619120	CORPORATE REVIEW
Registration Number:	1276951	COST REFERENCE GUIDE FOR CONSTRUCTION EQUIPMENT
Registration Number:	1407928	CRAMMM
Registration Number:	2129613	DEALER BUSINESS
Registration Number:	1494181	DELTA AGRICULTURAL DIGEST
Registration Number:	1503831	DELTA AGRICULTURAL DIGEST
Registration Number:	1759843	DELTA FARM PRESS
Registration Number:	2653556	DELTA FARM PRESS
Registration Number:	2201035	
Registration Number:	1077376	
Registration Number:	1077375	
Registration Number:	2407508	DESKTOP MUSIC PRODUCTION GUIDE
Registration Number:	2545374	DIGITAL SOLUTIONS
Registration Number:	1594150	DIRECT
Registration Number:	2442751	DIRECT
Registration Number:	2135120	DIRECT
Registration Number:	2266271	DIRECT NEWSLINE
Registration Number:	2497057	DIRECT.COM
Registration Number:	2587998	DIRECT.COM
Serial Number:	78462336	DIRECTTIPS
Registration Number:	1197258	EC & M
Serial Number:	78533505	EC&M
Registration Number:	2758001	E-CLIPS
Registration Number:	859343	ELECTRICAL CONSTRUCTION AND MAINTENANCE
Registration Number:	1049297	ELECTRICAL MARKETING
Registration Number:	2278200	ELECTRICAL WHOLESALING
Registration Number:	613190	ELECTRICAL WHOLESALING

Registration Number:	1496331	ELECTRONIC MUSICIAN
Registration Number:	2152104	ELECTRONIC MUSICIAN
Registration Number:	2371879	ELECTRONIC MUSICIAN REMIX
Registration Number:	1744331	ELECTRONIC TRUCK BLUE BOOK
Registration Number:	1741248	ELECTRONICSSOURCE BOOK
Registration Number:	1337433	ELECTRONICS SOURCE BOOK
Registration Number:	2296137	ENTERTAINING PLACES
Registration Number:	2300886	ENTERTAINMENT DESIGN
Registration Number:	2566193	EQUIPMENT WATCH
Serial Number:	78689806	EXECUTIVE TRAVELER EDITION
Registration Number:	2284238	F & B
Serial Number:	78549779	F.I.R.S.T HARVEST REPORTS
Registration Number:	2450307	FACILITY SYSTEMS
Registration Number:	1977733	FARM INDUSTRY NEWS
Registration Number:	864736	FARM INDUSTRY NEWS
Registration Number:	2630651	FARM PRESS
Registration Number:	2310838	FARM PRESS
Registration Number:	1788133	FAST BREAK
Registration Number:	2734099	FEDERAL OUTLOOK
Registration Number:	2255152	FEDMARK
Serial Number:	78465702	FEELING FIT
Registration Number:	2437716	FINANCIAL MARKETING LETTER
Registration Number:	1079863	FIRE CHIEF
Registration Number:	2267949	FIRE/EMS PRODUCT NEWS
Registration Number:	2529555	FIRSTCLICK
Serial Number:	78458870	FITNESS BUSINESS PRO
Registration Number:	1199515	FLEET OWNER
Registration Number:	2268314	GALA AWARDS
Registration Number:	1940519	GLOBAL TELEPHONY
Registration Number:	2633660	GOVERNMENT SECURITY
Registration Number:	2685820	GRAPHIC ARTS PULSE
Registration Number:	2631238	GREEN GUIDE
Registration Number:	2018597	GREEN GUIDE FOR OFF-HIGHWAY TRUCKS & TRAILERS
Registration Number:	1519792	GROUNDS MAINTENANCE
Registration Number:	2817534	HANDS-ON HUNDRED

Registration Number:	1505426	HAY & FORAGE GROWER
Registration Number:	2103373	HIGH COTTON
Registration Number:	1729274	HEMOCARE
Registration Number:	2233320	HEMOCARE
Serial Number:	78578261	HEMOCARING AWARDS
Registration Number:	2289694	HOTEL STRATEGIES
Registration Number:	1496719	I&T PRODUCT FILE
Registration Number:	2309445	I-MERCHANT
Registration Number:	2733548	IN REGISTER
Registration Number:	2211983	INSTORE
Registration Number:	2068241	INSURANCE CONFERENCE PLANNER
Registration Number:	2243997	INTERNATIONAL MAGAZINE MANAGEMENT EXECUTIVE FORUM
Registration Number:	2489664	INTERNET AUDIO
Registration Number:	2687550	INTERNET TELEPHONY
Registration Number:	2414838	IP NETWORKS
Registration Number:	2362997	IP.NET
Registration Number:	2687628	ISECURITY
Registration Number:	2670550	ISECURITY
Registration Number:	2294003	IT
Registration Number:	2383389	LDINSTITUTE
Registration Number:	1793663	LIGHTING DIMENSIONS
Registration Number:	1831527	LIGHTING DIMENSIONS INTERNATIONAL
Registration Number:	2298236	M&CG MINING AND CONSTRUCTION GROUP
Registration Number:	2021615	MEDICAL MEETINGS
Registration Number:	1375813	MILLIMETER
Registration Number:	1389865	MINE & QUARRY TRADER
Registration Number:	2286852	MINING EQUIPMENT DIGEST
Registration Number:	1778899	MIX
Registration Number:	2117314	MIX MASTER DIRECTORY
Registration Number:	2406818	MM
Registration Number:	1976047	MOBILE RADIO TECHNOLOGY
Registration Number:	1531924	MOBILE/MANUFACTURED HOME BLUE BOOK
Registration Number:	2172397	MODERN BULK TRANSPORTER
Registration Number:	2285469	MRT

Serial Number:	78498488	MULTICHANNEL MERCHANT
Registration Number:	2299623	MULTIFAMILY MONITOR
Registration Number:	668070	MUNICIPAL INDEX
Registration Number:	1426531	MUNICIPAL INDEX
Registration Number:	2229917	NATIONAL CENTER FOR DATABASE MARKETING
Registration Number:	2799466	NATIONAL CONFERENCE ON OPERATIONS & FULFILLMENT
Serial Number:	78685573	NATIONAL HOG FARMER
Registration Number:	1402130	NATIONAL REAL ESTATE INVESTOR
Registration Number:	2549680	NCOF
Registration Number:	1618763	NREI
Registration Number:	2800968	NREI NEWSLINE
Registration Number:	2543483	ONSTAGE
Registration Number:	2449039	OPERATIONS & FULFILLMENT
Registration Number:	2554251	PAPER FILM FOIL CONVERTER
Registration Number:	1571872	PAPER, FILM & FOIL CONVERTER
Registration Number:	2515260	PASSPORT
Registration Number:	1182376	LUX
Registration Number:	1574862	PCIM
Registration Number:	2350865	PCIM POWER ELECTRONIC SYSTEMS
Registration Number:	1400316	PENSION WORLD
Registration Number:	2572284	PERSONAL STUDIO BUYER'S GUIDE
Registration Number:	1427025	POWER CONVERSION INTELLIGENT MOTION
Registration Number:	2657368	POWER ELECTRONICS TECHNOLOGY
Registration Number:	1144162	POWERCONVERSION
Registration Number:	2319923	POWERSPORT VEHICLE BLUE BOOK
Registration Number:	2157139	POWERSYSTEMS WORLD
Serial Number:	78776000	PRISM BUSINESS MEDIA
Serial Number:	78775997	PRISM BUSINESS MEDIA
Serial Number:	78776040	PRISM BUSINESS MEDIA
Serial Number:	78555161	PRO AWARDS
Registration Number:	2486076	PRODIGITAL
Registration Number:	2670514	PROFITABLE EMBROIDERER
Registration Number:	2236281	PROMO
Registration Number:	2268280	PROMO EXPO

Registration Number:	2262181	PROMOXTRA!
Registration Number:	2483953	QUICKACCESS
Registration Number:	2799770	RADIO THE RADIO TECHNOLOGY LEADER
Registration Number:	1212395	RECREATIONAL VEHICLE BLUE BOOK
Registration Number:	2426978	RECYCLING TIMES
Registration Number:	764854	RED BOOK OFFICIAL USED CAR VALUATIONS
Registration Number:	2358208	REEL SCHOOL
Registration Number:	2174426	REFRIGERATED TRANSPORTER
Registration Number:	2706463	REGISTERED REP.
Registration Number:	1497701	REGISTERED REPRESENTATIVE
Registration Number:	1332698	REGISTERED REPRESENTATIVE/TRAINING VIDEO
Serial Number:	78685665	REMIX
Registration Number:	2545440	REMIX
Serial Number:	78685767	REMIX HOTEL
Registration Number:	979977	RENTAL RATE BLUE BOOK
Registration Number:	2185611	RER
Registration Number:	2870736	RETAIL TRAFFIC
Registration Number:	2647431	RETECH
Registration Number:	1517932	RF DESIGN
Registration Number:	1505427	RF DESIGN
Registration Number:	1571871	ROCK PRODUCTS
Registration Number:	1349344	S&VC
Registration Number:	2539426	SATCOM.ISP
Serial Number:	78550005	SEARCHLINE
Registration Number:	2429056	SECURITY SOLUTIONS ONLINE
Registration Number:	1402132	SHOPPING CENTER WORLD
Registration Number:	2282303	SITE MANAGEMENT & TECHNOLOGY
Registration Number:	2291742	SITE MANAGEMENT & TECHNOLOGY
Registration Number:	1369629	SOUND & VIDEO CONTRACTOR
Registration Number:	1878625	SOUND & VIDEO CONTRACTOR
Registration Number:	1968599	SOUND FOR PICTURE
Registration Number:	1486566	SOUTHEAST AGRICULTURAL DIGEST
Registration Number:	1900240	SOUTHEAST COTTON CONFERENCE
Registration Number:	2001271	SOUTHEAST COTTON CONFERENCE
Registration Number:	1042260	SOUTHEAST FARM PRESS

Registration Number:	2824341	SOUTHEAST FARM PRESS
Registration Number:	1404012	SOUTHEAST REAL ESTATE NEWS
Registration Number:	1435106	SOUTHEAST REAL ESTATE NEWS
Registration Number:	2670575	SOUTHWEST CROPS PRODUCTION CONFERENCE
Registration Number:	1042259	SOUTHWEST FARM PRESS
Registration Number:	2824340	SOUTHWEST FARM PRESS
Registration Number:	1406728	SOUTHWEST REAL ESTATE NEWS
Registration Number:	1427028	SOUTHWEST REAL ESTATE NEWS
Registration Number:	1520859	SOYBEAN DIGEST
Registration Number:	2242253	SPA/SAUNA
Registration Number:	1587750	SPECIAL EVENTS
Registration Number:	2690478	STATE OF THE STATES
Registration Number:	1904410	STITCHES MAGAZINE
Registration Number:	2356385	STUDIO PRO
Registration Number:	2356379	STUDIOPRO
Registration Number:	885510	T & D
Registration Number:	1921912	TELEPHONY
Serial Number:	78689877	THE AIR CHARTER GUIDE
Serial Number:	78689834	THE CELLULAR PILOT
Registration Number:	2351010	THE DATABASE MARKETER
Registration Number:	2273825	THE EDUCATIONAL AUTHORITY FOR PROMOTIONAL APPAREL
Registration Number:	2508710	THE ELECTRONICS SOURCE BOOK
Registration Number:	2542331	THE ELECTRONICS SOURCE BOOK ONLINE
Serial Number:	78533966	THE INDEPENDENT
Registration Number:	2281726	THE INDEPENDENT VOICE OF ELECTRICAL DISTRIBUTION
Registration Number:	2202403	THE JOURNAL OF DIGITAL TELEVISION
Registration Number:	2862908	THE LAST BID
Registration Number:	2278577	THE LEADING MAGAZINE FOR THE BUILDING MATERIALS MARKET
Registration Number:	1143328	THE MIX
Registration Number:	3016448	THE OFFICIAL TRACTOR BLUE BOOK
Registration Number:	1634000	THE OLDER TRUCK BLUE BOOK
Registration Number:	2247038	THE SPECIAL EVENT
Registration Number:	2230279	THE WORLD PRO AWARDS



Registration Number:	2376808	TM TECHNOLOGY MEETINGS
Registration Number:	2174425	TRAILER BODY BUILDERS
Registration Number:	1864721	TRANSMISSION & DISTRIBUTION
Registration Number:	2733570	TRANSPORTATION SECURITY
Registration Number:	1358016	TRUCK BLUE BOOK
Registration Number:	873461	TRUCK BLUE BOOK OFFICIAL USED TRUCK VALUATIONS
Registration Number:	1052169	TRUCK IDENTIFICATION BOOK
Registration Number:	2751693	TRUCKER.COM
Registration Number:	2524774	TRUSTS & ESTATES
Registration Number:	1197227	TRUSTS & ESTATES
Registration Number:	2712566	USERS CHOICE AWARDS
Registration Number:	2464121	UTECH
Registration Number:	2369616	UTILITY TECHNOLOGY EXPOSITION AND CONFERENCE
Registration Number:	2305009	VIDEO SYSTEMS
Registration Number:	2392880	VIDEO SYSTEMS
Registration Number:	2251142	VISION
Registration Number:	2264885	WALL STREET WRAP
Registration Number:	542113	WARD'S
Registration Number:	1442079	WARD'S AUTOMOTIVE INTERNATIONAL
Registration Number:	542114	WARD'S AUTOMOTIVE REPORTS
Registration Number:	1461884	WARD'S AUTOMOTIVE YEARBOOK
Registration Number:	896525	WARD'S AUTOWORLD
Registration Number:	2150243	WARD'S DEALER BUSINESS
Registration Number:	1996456	WARD'S ENGINE AND VEHICLE TECHNOLOGY UPDATE
Registration Number:	2426977	WASTE AGE
Registration Number:	1869900	WASTE EXPO
Registration Number:	2687626	WEALTH MANAGEMENT LETTER
Registration Number:	2239892	WEARABLES BUSINESS
Registration Number:	2560623	WEARABLES BUSINESS ONLINE
Registration Number:	2741018	WESTERN FARM PRESS
Registration Number:	2799535	WILDFIRE
Registration Number:	2223377	WIRELESS REVIEW
Registration Number:	2275057	WIRELESS TECHNOLOGY INTERNATIONAL
Registration Number:	2069819	LDI

CORRESPONDENCE DATA

Fax Number: (215)279-9394

*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

Email: jordan.lavine@flastergreenberg.com

Correspondent Name: Jordan A. LaVine

Address Line 1: 1628 John F. Kennedy Blvd., 15th Floor

Address Line 4: Philadelphia, PENNSYLVANIA 19103

ATTORNEY DOCKET NUMBER:	P0522.5006
NAME OF SUBMITTER:	Jordan A. LaVine
Signature:	/Jordan A. LaVine/
Date:	04/17/2006

**Total Attachments: 4**

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# Delaware

PAGE 1

*The First State*

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE RESTATED CERTIFICATE OF "PRIMEDIA BUSINESS MAGAZINES & MEDIA INC.", CHANGING ITS NAME FROM "PRIMEDIA BUSINESS MAGAZINES & MEDIA INC." TO "PRISM BUSINESS MEDIA INC.", FILED IN THIS OFFICE ON THE TWENTIETH DAY OF JANUARY, A.D. 2006, AT 6:45 O'CLOCK P.M.

A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE KENT COUNTY RECORDER OF DEEDS.



*Harriet Smith Windsor*  
Harriet Smith Windsor, Secretary of State

State of Delaware  
Secretary of State  
Division of Corporations  
Delivered 06:45 PM 01/20/2006  
FILED 06:45 PM 01/20/2006  
SRV 060060558 - 2198100 FILE

AMENDED AND RESTATED CERTIFICATE OF INCORPORATION  
OF

PRIMEDIA BUSINESS MAGAZINES & MEDIA INC.

(Pursuant to Sections 228, 242 and 245 of the General  
Corporation Law of the State of Delaware)

PRIMEDIA Business Magazines & Media Inc., a Delaware corporation (the  
"Corporation"), hereby certifies that:

FIRST: The name of the Corporation is "PRIMEDIA Business Magazines &  
Media Inc." The Corporation was originally incorporated under the name "Intertec  
Acquisition Corporation." The date of filing its original Certificate of Incorporation with  
the Secretary of State was June 2, 1989.

SECOND: This Amended and Restated Certificate of Incorporation (this  
"Certificate") amends and restates in its entirety the Certificate of Incorporation of the  
Corporation. This Certificate has been approved by the directors of the Corporation and  
duly adopted by the stockholders in the manner and by the vote prescribed by Sections  
228, 242 and 245 of the General Corporation Law of the State of Delaware.

THIRD: This Certificate will become effective immediately upon its filing with the  
Secretary of State of the State of Delaware.

FOURTH: Upon the filing with the Secretary of State of the State of Delaware of  
this Certificate, the Certificate of Incorporation of the Corporation will be amended and  
restated in its entirety to read as follows:

\* \* \* \* \*

NY1-2238754v5

AMENDED AND RESTATED  
CERTIFICATE OF INCORPORATION

OF

PRISM BUSINESS MEDIA INC.

FIRST: The name of the Corporation is Prism Business Media Inc.

SECOND: The address of the registered office of the corporation in the state of Delaware and the county of Kent is 615 South Dupont Highway, Dover, Delaware 19901 and the name of the registered agent at that address is Capitol Services, Inc.

THIRD: The purpose of the Corporation is to engage in any lawful act or activity for which corporations may be organized under the General Corporation Law of Delaware.

FOURTH: The total number of shares of all classes of capital stock which the Corporation shall have authority to issue is 51,000 shares, consisting of 1,000 shares of Common Stock, par value \$.01 per share, and 50,000 shares of Preferred Stock, par value of \$.01 per share.

The board of directors is authorized, subject to any limitations prescribed by law, to provide for the issuance of the shares of Preferred Stock in series, and by filing a certificate pursuant to the applicable law of the state of Delaware, to establish from time to time the number of shares to be included in each such series, and to fix the designation, powers, preferences and rights of the shares of each such series and any qualifications, limitations or restrictions thereof. The number of authorized shares of Preferred Stock may be increased or decreased (but not below the number of shares thereof then outstanding) by the affirmative vote of the holders of a majority of the Common Stock without a vote of the holders of the Preferred Stock, or of any series thereof, unless a vote of any such holders is required pursuant to the certificate or certificates establishing the series of Preferred Stock. --

FIFTH: The Board of Directors of the Corporation, acting by majority vote, may alter, amend or repeal the By-Laws of the Corporation.

SIXTH: Except as otherwise provided by the Delaware General Corporation Law as the same exists or may hereafter be amended, no director of the Corporation shall be personally liable to the Corporation or its stockholders for monetary damages for breach of fiduciary duty as a director. Any repeal or modification of this Article SIXTH by the stockholders of the Corporation shall not adversely affect any right or protection of a director of the Corporation existing at the time of such repeal or modification.

[Remainder of page left intentionally blank]

FROM :

FAX NO. :

Apr. 17 2006 10:29AM P5

Dated on this 20th day of January, 2006.

/s/ ANUP BAGARIA  
Anup Bagaria  
President

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NY1-2238758v5

RECORDED: 04/17/2006

TRADEMARK  
REEL: 003290 FRAME: 0866