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TRADEMARK
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Assignor	MACFADDEN TRADE PUBLISHING, L.L.C.
Reg./Ser. Nos.	2,093,862; 1,562,833; 1,542,085; 1,136,760; 75-294,974; 1,018,820; 75-501,515; 1,749,388; 2,185,519; 2,190,499; 2,188,992; 2,027,988; 901,563
Service Mark	FOOD LOGISTICS; THE JOURNAL OF PETROLEUM MARKETING; U.S. DISTRIBUTION JOURNAL; CONVENIENCE STORE NEWS; TAKE OUT BUSINESS; BEVERAGE WORLD; BEVERAGE AISLE; BEVERAGE AISLE; BEVERAGE WORLD EN ESPANOL; BEVERAGE WORLD'S PERISCOPE; BEVERAGE WORLD INTERNATIONAL; CHINA BEV; SOFT DRINKS SCOPE; DISCOUNT MERCHANDISER

Box Assignment
Assistant Commissioner for Patents
Washington, DC 20231

Assignment Recordation Form Cover Sheet

Dear Sir:

Please record the attached original document.

- Name of conveying party. MACFADDEN TRADE PUBLISHING, L.L.C..
- Name and Address of Receiving Party. BILL COMMUNICATIONS, INC., a New York corporation, 355 Park Avenue South; New York, N.Y. 10010-17.
- Nature of Conveyance: Trademark Assignment. Execution Date: February 2, 1999.

03/25/1999 DNGUYEN 00000017 2093862

01 FC:481
02 FC:482

40.00 DP
325.00 DP

Mailing Certificate: I hereby certify that this correspondence is today being deposited with the U.S. Postal Service as *First Class Mail* in an envelope addressed to: Box Assignment, Commissioner for Patents and Trademarks, Washington, DC 20231.

Date: 3/18/99

AnneMarie Provino
AnneMarie Provino

4. Name and Address of Party to Whom Correspondence Concerning Document should be mailed.

Gene S. Winter, Registration No., 28,352
Attorney for Applicant
ST.ONGE STEWARD JOHNSTON & REENS LLC
986 Bedford Street
Stamford, CT 06905-5619
203 324-6155

5. Registration/Application Numbers: 2,093862; 1,562,833; 1,542,085; 1,136,760; 75-294,974; 1,018,820; 75-501,515; 1,749,388; 2,185,519; 2,190,499; 2,188,992; 2,027,988; 901,563.

6. Total Number of Applications/Registrations Involved: 14.

7. Total Fee (37 CFR 3.41). \$365.00 due..

8. Authorization to Charge Deposit Account. The Commissioner is hereby authorized to charge any additional fees due by this paper and during the entire pendency of this Application to Account No. 19-4516.

9. Statement and Signature. Total number of pages including cover sheet, attachments and document are 4. To the best of my knowledge and belief, the foregoing information is true and correct.

Respectfully submitted,



Gene S. Winter, Registration No., 28,352
Stephen P. McNamara, Registration No. 32,745
Attorneys for Applicant
ST. ONGE STEWARD JOHNSTON & REENS LLC
986 Bedford Street
Stamford, CT 06905-5619
203 324-6155

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SCHEDULE "A"

TRADEMARK

FOOD LOGISTICS
 THE JOURNAL OF PETROLEUM MARKETING
 U.S. DISTRIBUTION JOURNAL
 CONVENIENCE STORE NEWS
 TAKE OUT BUSINESS
 BEVERAGE WORLD
 BEVERAGE AISLE
 BEVERAGE AISLE
 BEVERAGE WORLD EN ESPANOL
 BEVERAGE WORLD'S PERISCOPE
 BEVERAGE WORLD INTERNATIONAL
 CHINA BEV
 SOFT DRINKS SCOPE
 DISCOUNT MERCHANDISER

REG./SERIAL NO.

2,093,862
 1,562,833
 1,542,085
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 75-294,974
 1,018,820
 75-501,515
 1,749,388
 2,185,519
 2,190,499
 2,188,992
 2,027,988
 901,563
 (Serial No. to be assigned
 re: trademark application
 filed with the United States
 Patent and Trademark
 Office on January 20,
 1999.)

COMMON LAW MARKS

BEVERAGE WORLD DATABANK
 BEVERAGE SHOWCASE
 FOOD LOGISTICS INTERNATIONAL
 SUPERMARKET BUSINESS
 C-STORE NEWS
 CSN
 CSNEWS
 CSNEWS ONLINE
 NONFOODS BUSINESS
 INSTORE BUSINESS
 UNITED STATES TOBACCO AND CANDY JOURNAL
 SOFT DRINKS

*Not Available yet
 3/16/99*

00993-A0110A GSW

Trademark Assignment

WHEREAS, MACFADDEN TRADE PUBLISHING, L.L.C., a Delaware limited liability company, having offices located at 233 Park Avenue South, New York, New York 10003; (hereinafter referred to as ASSIGNOR) had adopted and owned certain trade names and trademarks as set forth on Schedule "A" attached;

WHEREAS, on February 2, 1999, BILL COMMUNICATIONS, INC., a New York Corporation, having offices at 355 Park Avenue South; New York; NY 10010 (hereinafter referred to as ASSIGNEE) acquired from the Assignor all right, title and interest in and to said trade names and trademarks as set forth on Schedule "A" attached;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR does hereby assign, grant, transfer and otherwise convey to ASSIGNEE, its successors and assigns, effective February 2, 1999, all rights, title and interest in and to the said trade names and trademarks as set forth on Schedule "A" attached, including but not limited to all of ASSIGNOR's common law rights and registrations pertaining thereto, as well as all of the good will of the business symbolized by said trade name and trademark.

Dated: February 2nd, 1999

MACFADDEN TRADE PUBLISHING, L.L.C.

By: _____
Name: ANNA BLANCO
Title: VICE PRESIDENT

STATE OF _____ : **SS.**
COUNTY OF _____ :

On this 2nd day of February, 1999, before me personally came Anna Blanco of MacFadden Trade Publishing, L.L.C., to me known and known to me to be the same person described in and who executed the foregoing instrument and duly acknowledged to me that this document was executed as a free act and deed.

BRIAN CHEBLI
Notary Public, State of New York
No. 43-6013479
Qualified in Richmond County
Commission Expires Sept. 14, 2000

Brian Chebli
Notary Public