

12-08-1999



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MND 11/15/99

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

1. Name of conveying party(ies):

Business News Publishing Company

Individual(s) Association
General Partnership Limited Partnership
[X] Corporation-State: Michigan
Other

2. Name and address of receiving party(ies):

Business News Publishing Company, II, LLC
755 West Big Beaver Road, Suite 1000
Troy, MI 48084

Individual(s) citizenship:
Association:
General Partnership:
Limited Partnership: Michigan
[X] Other: Corporation: limited liability company

3. Nature of conveyance:

[X] Assignment Merger
Security Agreement Change of Name
Other:

Execution Date: November 8, 1999

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 [X] No

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)
75/740,765

B. Trademark Registration No.(s)

Additional numbers attached?

Yes [X] No

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

Charles R. Rutherford
Dykema Gossett PLLC
1577 N. Woodward Avenue, Suite 300
Bloomfield Hills, Michigan 48304
(248) 203-0832

6. Total number of applications and registrations
involved:

ONE

7. Total fee (37 CFR 3.41)..... 40.00

Enclosed

[X] Authorized to be charged to deposit account.

8. Deposit Account Number: 04-2223
(Attach duplicate copy of this page if using
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

Charles R. Rutherford
Name

Signature Date
Charles R. Rutherford Nov 10, 1999

Total number of pages comprising cover sheet 1

65,045-999

Do not detach this portion

Mail documents to be recorded with required cover sheet information to:

12/07/1999 DNGUYEN 00000257 042223 75740765

Commissioner of Patents and Trademarks
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Office of Information Systems, PK2-1000C, Washington, D.C. 20231, and to the Office of Management and Budget,
Paperwork Reduction Project (0451-0011), Washington, D.C. 20503.
229339

ASSIGNMENT OF U.S. TRADEMARK APPLICATION

WHEREAS, Business News Publishing Company, a Michigan corporation, having its business address at 755 West Big Beaver Road, Suite 1000, Troy, Michigan 48084 is the owner of the following:

U.S. Trademark Application No. 75/740,765 for the mark –PROCESS COOLING AND EQUIPMENT– for trade journals for industrial process cooling, freezing and equipment, in Class 16, filed June 30, 1999;

WHEREAS, Business News Publishing Company II, L.L.C., a limited liability company, has a business address at 755 West Big Beaver Road, Suite 1000, Troy, Michigan 48084; and

WHEREAS, Business News Publishing Co. desires to sell and assign said trademark application, the mark –PROCESS COOLING AND EQUIPMENT– and the goodwill associated therewith to said Business News Publishing Company II, L.L.C. and said Business News Publishing Company II, L.L.C. is willing to purchase said U.S. Trademark Application No. 75/740,765, the trademark –PROCESS COOLING AND EQUIPMENT– and the goodwill associated therewith.

NOW, THEREFORE, in consideration of Ten (\$10.00) Dollars and other good and valuable consideration, the receipt of which is hereby acknowledged, Business News Publishing Company does hereby sell, assign and transfer to said Business News Publishing Company II, L.L.C. all of its rights, titles and interests in and to said U.S. Trademark Application No. 75/740,765, to the trademark –PROCESS COOLING AND EQUIPMENT– and to the goodwill associated therewith.

Business News Publishing Company hereby requests the U.S. Commissioner of Patents and Trademarks to record the assignment in the U.S. Patent and Trademark Office.

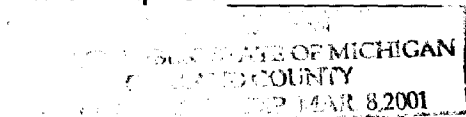
BUSINESS NEWS PUBLISHING COMPANY

By: Marilyn D. Krall
Marilyn D. Krall
Assistant Secretary of Business News Publishing Company

STATE OF MICHIGAN)
)SS
COUNTY OF _____)

Before me personally appeared said Marilyn D. Krall and knowledgeable the foregoing instrument to be her own free act and deed, this 5th day of November, 1999 in Troy, Michigan.

Ann P. Lay
Notary Public, County of Oakland
State of Michigan
My Commission Expires: _____



BH28370

RECORDED: 11/15/1999

TRADEMARK
REEL: 001998 FRAME: 0856