

09-17-2002

FORM PTO-1594
1-31-92



IEET

U.S. DEPT. OF COMMERCE
PATENT AND TRADEMARK OFFICE

To the Honorable Commission:

102222123

Attached original documents or copy thereof.

1. Name of conveying party(ies):

La Cumbre, Inc. 9.29.02

- Individual(s)
- Association
- General Partnership
- Limited Partnership
- Corporation-State **Florida**
- Other

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

3. Nature of conveyance:

- Assignment
- Merger
- Security Agreement
- Change of Name
- Other:

Execution Date: **June 17, 2002**

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

Name: **Reed Elsevier Properties Inc.**

Internal Address:

Street Address: **1105 N. Market Street, Suite 900**

City: **Wilmington** State: **DE** Zip: **19801**

- 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) and address(es) attached? Yes No

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

A. Trademark Application No.(s)
75/851816

B. Trademark registration No.(s)

Additional numbers attached? Yes No

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

Name: **Renee Simonton**

Internal Address: **Reed Elsevier Intellectual Property**

Management Services, Inc.

Street Address: **1105 N. Market Street**

Suite 912

City: **Wilmington** State: **DE** Zip: **19801**

6. Total number of applications and registrations involved: **1**

7. Total fee (37 CFR 3.41)..... **\$ 40.00**

Enclosed

Authorized to be charged to deposit account

8. Deposit account number:

180587 (Reed Elsevier Inc.)

(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.

Renee Simonton

August 26, 2002

Name of Person Signing

Signature

Date

Total number of pages comprising cover sheet: **1**

OMB No. 0651-0011 (exp. 4/94)

09/16/2002 6TOM11 00000195 180587 75851816

01 FC:481 40.00 CH

TRADEMARK
REEL: 002583 FRAME: 0194

ASSIGNMENT OF TRADEMARKS

WHEREAS, LA CUMBRE, INC., a Florida corporation having its principal place of business at 277 North Roscoe, Ponte Vedra, Florida 32082 ("Assignor"), is the owner of record of the service mark listed on Annex A hereto (the "Mark"); and

WHEREAS, pursuant to the Asset Purchase Agreement (the "Agreement") dated as of June 17, 2002, by and among Assignor and RICK STILL, an individual residing at 1112 Salt Creek Drive, Ponte Verde Florida, and REED EXHIBITIONS, a division of REED ELSEVIER INC., a Massachusetts corporation having an office at 383 Main Avenue, Norwalk, Connecticut 06852 and REED ELSEVIER PROPERTIES INC., a Delaware corporation having its principal place of business at 1105 North Market Street, Wilmington, Delaware 19801 ("Assignee"), Assignor has agreed to assign the Trademarks (as that term is defined in the Agreement) to Assignee;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest in and to the Mark, together with the goodwill of the business in connection with which the Mark is used and which is symbolized by the Mark, and the right to sue and recover for past infringements of the Mark.

IN WITNESS WHEREOF, the undersigned has caused this Assignment of Trademarks to be duly executed as of this 17th day of June, 2002.

LA CUMBRE, INC.
("Assignor")

By: 
Name: Rick Still
Title: President

ANNEX A

LA CUMBRE (words and design element)

Application Serial #75851816