

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

|                       |  |
|-----------------------|--|
| SUBMISSION TYPE:      | NEW ASSIGNMENT                               |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL |
| EFFECTIVE DATE:       | 06/06/2005                                   |

**CONVEYING PARTY DATA**

| Name                                      | Formerly | Execution Date | Entity Type           |
|---|----------|----------------|-----------------------|
| PRIMEDIA Business Magazines & Media, Inc. |          | 06/06/2005     | CORPORATION: DELAWARE |

**RECEIVING PARTY DATA**

|                 |                                     |
|-----------------|-------------------------------------|
| Name:           | PRIMEDIA Investment LLC             |
| Street Address: | 745 Fifth Avenue                    |
| City:           | New York                            |
| State/Country:  | NEW YORK                            |
| Postal Code:    | 10151                               |
| Entity Type:    | Limited Liability Company: DELAWARE |

**PROPERTY NUMBERS Total: 9**

| Property Type        | Number  | Word Mark                                   |
|----------------------|---------|---|
| Registration Number: | 542113  | WARD'S                                      |
| Registration Number: | 542114  | WARD'S AUTOMOTIVE REPORTS                   |
| Registration Number: | 896525  | WARD'S AUTOWORLD                            |
| Registration Number: | 1442079 | WARD'S AUTOMOTIVE INTERNATIONAL             |
| Registration Number: | 1461884 | WARD'S AUTOMOTIVE YEARBOOK                  |
| Registration Number: | 1996456 | WARD'S ENGINE AND VEHICLE TECHNOLOGY UPDATE |
| Registration Number: | 2150243 | WARD'S DEALER BUSINESS                      |
| Registration Number: | 2439706 | AUTO INTERIORS                              |
| Registration Number: | 2801641 | AUTO INTERIORS                              |

**CORRESPONDENCE DATA**

Fax Number: (212)745-0131

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

**900025887**

**TRADEMARK  
 REEL: 003097 FRAME: 0126**

**OP \$240.00 542113**

Phone: 212-745-1889  
Email: samantha.favitta@primedia.com  
Correspondent Name: Robin Adelson  
Address Line 1: 745 Fifth Ave  
Address Line 2: Legal  
Address Line 4: New York, NEW YORK 10151

|                    |                 |
|--------------------|-----------------|
| NAME OF SUBMITTER: | Robin Adelson   |
| Signature:         | /Robin Adelson/ |
| Date:              | 06/06/2005      |

Total Attachments: 1  
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## TRADEMARK ASSIGNMENT

WHEREAS, PRIMEDIA Business Magazines & Media, Inc., a Delaware corporation, having an address at 9800 Metcalf, Overland Park, Kansas 66212-2216 ("Assignor"), has adopted, used and is using the trademarks, and is the owner of the registrations thereof, set forth in the attached Schedule A (the "Trademarks"); and

WHEREAS, PRIMEDIA Investment LLC, a Delaware Limited Liability Company, having its sole address at 745 Fifth Avenue, New York, NY 10151 ("Assignee"), is desirous of acquiring all of Assignor's common law and statutory right, title and interest in and to the Trademarks, including the scheduled registrations thereof, in the United States of America and its territories and possessions;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns, and transfers to Assignee, its successors and assigns, absolutely and forever, all of Assignor's right, title and interest in and to the Trademarks, including the scheduled registrations, together with the goodwill of the businesses symbolized by the Trademarks being assigned, in the United States, its territories and possessions, and all causes of action for any and all past infringements of the rights being assigned and the right to collect and retain the proceeds therefrom.

Dated: June, 6, 2005

PRIMEDIA Business Magazines & Media Inc.

By: 

Name: Christopher A. Fraser

Title: Sr. VP - Law, Assist. Secretary