

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	Partial Assignment		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
PRIMEDIA Business Magazines & Media Inc.		09/29/2005	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Direct Marketing Association, Inc.		
<b>Street Address:</b>	1120 Avenue of the Americas		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10036		
<b>Entity Type:</b>	not for profit: NEW YORK		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2270266	ANNUAL CATALOG CONFERENCE & EXHIBITION	
Registration Number:	2229917	NATIONAL CENTER FOR DATABASE MARKETING	
Registration Number:	2549680	NCOF	
Registration Number:	2799466	NATIONAL CONFERENCE ON OPERATIONS & FULFILLMENT	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)745-0131		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	2127451889		
<b>Email:</b>	samantha.favitta@primedia.com		
<b>Correspondent Name:</b>	Robin Adelson		
<b>Address Line 1:</b>	745 Fifth Ave.		
<b>Address Line 2:</b>	Legal		
<b>Address Line 4:</b>	New York, NEW YORK 10151		
<b>NAME OF SUBMITTER:</b>	Robin Adelson		

OP \$115.00 2270266

**TRADEMARK**

Signature:

/Robin Adelson/

Date:

09/29/2005

Total Attachments: 2

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## PARTIAL TRADEMARK ASSIGNMENT

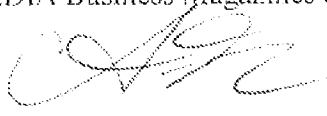
WHEREAS, PRIMEDIA Business Magazines & Media Inc. a Delaware corporation, ("PRIMEDIA"), having an address at 9800 Metcalf, Overland Park, Kansas 66212-2216 has adopted, used and is using the trademarks together with Direct Marketing Association, Inc., and is currently the sole owner of the Federal Trademark Registrations thereof, set forth in the attached Schedule A (the "Trademarks"); and

WHEREAS, Direct Marketing Association, Inc. a New York not-for-profit corporation ("DMA") having an address at 1120 Avenue of Americas, NY, NY 10036 owns 50% of common law and statutory right, title and interest in and to the Trademarks.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, PRIMEDIA and DMA wish to memorialize their joint ownership of the Trademark and amend the Federal Trademark Registry accordingly to reflect the two entities as co-registrants of the Trademarks

Dated: 2/14/2005, 2005

PRIMEDIA Business Magazines & Media Inc.

By:   
Name: Christopher A. Fraser  
Title: Sr. VP - Law, Assist. Sec.  
an officer of the company

**SCHEDULE A**

<u>Mark</u>	<u>Registration No.</u>
ANNUAL CATALOG CONFERENCE & EXHIBITION	2270266
NATIONAL CENTER FOR DATABASE MARKETING	2229917
NCOF	2549680
NATIONAL CONFERENCE ON OPERATIONS AND FULFILLMENT	2799466