

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	First Lien Intellectual Property Security Agreement

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Penton Media, Inc.		02/01/2007	CORPORATION: DELAWARE
Prism Business Media Inc.		02/01/2007	CORPORATION: DELAWARE
Internet World Media, Inc.		02/01/2007	CORPORATION: DELAWARE
Duke Communications International, Inc.		02/01/2007	CORPORATION: COLORADO

RECEIVING PARTY DATA

Name:	General Electric Capital Corporation
Street Address:	299 Park Avenue
City:	New York
State/Country:	NEW YORK
Postal Code:	10171
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 348

Property Type	Number	Word Mark
Registration Number:	3185118	DIGITAL CONTENT PRODUCER
Registration Number:	3181610	FITNESS BUSINESS PRO
Registration Number:	3173566	NATIONAL HOG FARMER
Registration Number:	3163845	BULK TRANSPORTER
Registration Number:	3143707	HOMECARING AWARDS
Registration Number:	3143414	THE INDEPENDENT
Registration Number:	3138033	SEARCHLINE
Registration Number:	3131377	MULTICHANNEL MERCHANT
Registration Number:	3066007	MARKETMAXX
Registration Number:	3050669	PRO AWARDS
Registration Number:	3016448	THE OFFICIAL TRACTOR BLUE BOOK

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Registration Number:	3003978	BSMC
Registration Number:	3003977	BLMC
Registration Number:	2988368	CHIEF MARKETER
Registration Number:	2956246	BROADWAY LIGHTING MASTER CLASSES
Registration Number:	2935582	MEDICAL DESIGN NEWS
Registration Number:	2926115	BROADWAY SOUND MASTER CLASSES
Registration Number:	2901986	AUTOMOBILE RED BOOK
Registration Number:	2899621	AMERICAN SCHOOL & UNIVERSITY
Registration Number:	2886016	KOSHER WORLD
Registration Number:	2870736	RETAIL TRAFFIC
Registration Number:	2865114	FLEETSEEK
Registration Number:	2862908	THE LAST BID
Registration Number:	2862482	FLEETSEEK
Registration Number:	2859082	CONNECTED HOME
Registration Number:	2849081	AUTOMOBILE RED BOOK
Registration Number:	2840282	100 HANDS-ON HUNDRED
Registration Number:	2835844	CATERED ARTS
Registration Number:	2824341	SOUTHEAST FARM PRESS
Registration Number:	2824340	SOUTHWEST FARM PRESS
Registration Number:	2817534	HANDS-ON HUNDRED
Registration Number:	2801641	AUTO INTERIORS
Registration Number:	2800968	NREI NEWSLINE
Registration Number:	2799770	RADIO THE RADIO TECHNOLOGY LEADER
Registration Number:	2799535	WILDFIRE
Registration Number:	2799466	NATIONAL CONFERENCE ON OPERATIONS & FULFILLMENT
Registration Number:	2758001	E-CLIPS
Registration Number:	2751693	TRUCKER.COM
Registration Number:	2741018	WESTERN FARM PRESS
Registration Number:	2734099	FEDERAL OUTLOOK
Registration Number:	2733570	TRANSPORTATION SECURITY
Registration Number:	2733548	IN REGISTER
Registration Number:	2726130	INTERNET WORLD
Registration Number:	2724849	NETRONICS
Registration Number:	2712566	USERS CHOICE AWARDS

Registration Number:	2706463	REGISTERED REP.
Registration Number:	2700006	SPEEDNEWS
Registration Number:	2694283	INTERNET WORLD
Registration Number:	2690478	STATE OF THE STATES
Registration Number:	2687628	ISECURITY
Registration Number:	2687626	WEALTH MANAGEMENT LETTER
Registration Number:	2687550	INTERNET TELEPHONY
Registration Number:	2685820	GRAPHIC ARTS PULSE
Registration Number:	2683328	SPEEDNEWS
Registration Number:	2676328	PENTON'S DESIGNING
Registration Number:	2670575	SOUTHWEST CROPS PRODUCTION CONFERENCE
Registration Number:	2670550	ISECURITY
Registration Number:	2662305	MDN
Registration Number:	2657368	POWER ELECTRONICS TECHNOLOGY
Registration Number:	2653556	DELTA FARM PRESS
Registration Number:	2647431	RETECH
Registration Number:	2633660	GOVERNMENT SECURITY
Registration Number:	2631238	GREEN GUIDE
Registration Number:	2630651	FARM PRESS
Registration Number:	2619120	CORPORATE REVIEW
Registration Number:	2619118	CONCRETE PRACTICE
Registration Number:	2615850	DELICIOUS LIVING
Registration Number:	2599149	APPLY*
Registration Number:	2587998	DIRECT.COM
Registration Number:	2587909	MSD
Registration Number:	2572284	PERSONAL STUDIO BUYER'S GUIDE
Registration Number:	2566924	AMERICAN TRUCKER OVER THE ROAD EDITION
Registration Number:	2566193	EQUIPMENT WATCH
Registration Number:	2565316	ENERGY & ENVIRONMENTAL MANAGEMENT
Registration Number:	2560549	CLO CHIEF LOGISTICS OFFICER
Registration Number:	2554251	PAPER FILM FOIL CONVERTER
Registration Number:	2552003	AC-U-KWIK
Registration Number:	2549680	NCOF
Registration Number:	2545440	REMIX
Registration Number:	2545374	DIGITAL SOLUTIONS

Registration Number:	2543483	ONSTAGE
Registration Number:	2542331	THE ELECTRONICS SOURCE BOOK ONLINE
Registration Number:	2539426	SATCOM.ISP
Registration Number:	2539379	AMERICAN TRUCKER
Registration Number:	2529555	FIRSTCLICK
Registration Number:	2529100	ANTI-AGING CONFERENCE & EXPOSITION
Registration Number:	2526196	BACKSTAGE
Registration Number:	2524774	TRUSTS & ESTATES
Registration Number:	2521413	ISP BUYER'S GUIDE
Registration Number:	2521406	SATELLITE BROADBAND
Registration Number:	2516663	B2BSHOWPLACE.COM
Registration Number:	2515260	PASSPORT
Registration Number:	2514217	ANTI-AGING EXPO
Registration Number:	2511952	B2BSHOWPLACE.COM
Registration Number:	2511321	INTERNET WORLD
Registration Number:	2511313	INTERNET WORLD
Registration Number:	2511310	INTERNET WORLD
Registration Number:	2508710	THE ELECTRONICS SOURCE BOOK
Registration Number:	2503237	MATERIAL HANDLING MANAGEMENT
Registration Number:	2497256	SUPPLY CHAIN EXPO
Registration Number:	2497057	DIRECT.COM
Registration Number:	2489664	INTERNET AUDIO
Registration Number:	2486076	PRODIGITAL
Registration Number:	2483953	QUICKACCESS
Registration Number:	2464121	UTECH
Registration Number:	2452381	WIRELESS SYMPOSIUM PORTABLE BY DESIGN
Registration Number:	2450307	FACILITY SYSTEMS
Registration Number:	2449039	OPERATIONS & FULFILLMENT
Registration Number:	2447603	INSIDE E.D. A PENTON PUBLICATION
Registration Number:	2445745	QUALITY HOME COMFORT AWARDS
Registration Number:	2443565	LEVERAGING ERP CONFERENCE
Registration Number:	2442751	DIRECT
Registration Number:	2439849	PENTON
Registration Number:	2439706	AUTO INTERIORS
Registration Number:	2437716	FINANCIAL MARKETING LETTER

Registration Number:	2429056	SECURITY SOLUTIONS ONLINE
Registration Number:	2427152	MDCYBERCAD.COM
Registration Number:	2426978	RECYCLING TIMES
Registration Number:	2426977	WASTE AGE
Registration Number:	2421818	PENTON MEDIA
Registration Number:	2414838	IP NETWORKS
Registration Number:	2407508	DESKTOP MUSIC PRODUCTION GUIDE
Registration Number:	2406818	MM
Registration Number:	2403244	
Registration Number:	2394852	PORTABLE BY DESIGN CONFERENCE & EXHIBITION
Registration Number:	2392880	VIDEO SYSTEMS
Registration Number:	2389741	BEYOND BORDERS
Registration Number:	2389166	CLYMER
Registration Number:	2383389	LDINSTITUTE
Registration Number:	2381753	PENTON'S EMBEDDED SYSTEMS DEVELOPMENT
Registration Number:	2376808	TM TECHNOLOGY MEETINGS
Registration Number:	2371879	ELECTRONIC MUSICIAN REMIX
Registration Number:	2369616	UTILITY TECHNOLOGY EXPOSITION AND CONFERENCE
Registration Number:	2369562	SUPPLY CHAIN TECHNOLOGY NEWS
Registration Number:	2365464	CONVENIENCE RETAILING
Registration Number:	2362997	IP.NET
Registration Number:	2358208	REEL SCHOOL
Registration Number:	2356385	STUDIO PRO
Registration Number:	2356379	STUDIOPRO
Registration Number:	2351477	HEALTHWELL.COM
Registration Number:	2351010	THE DATABASE MARKETER
Registration Number:	2350865	PCIM POWER ELECTRONIC SYSTEMS
Registration Number:	2350610	PT DESIGN
Registration Number:	2319923	POWERSPORT VEHICLE BLUE BOOK
Registration Number:	2305009	VIDEO SYSTEMS
Registration Number:	2304845	CM&I
Registration Number:	2300886	ENTERTAINMENT DESIGN
Registration Number:	2298981	AM
Registration Number:	2285469	MRT
Registration Number:	2281726	THE INDEPENDENT VOICE OF ELECTRICAL DISTRIBUTION

TRADEMARK

REEL: 003495 FRAME: 0354

Registration Number:	2278200	ELECTRICAL WHOLESALING
Registration Number:	2273825	THE EDUCATIONAL AUTHORITY FOR PROMOTIONAL APPAREL
Registration Number:	2270266	ANNUAL CATALOG CONFERENCE & EXHIBITION
Registration Number:	2268314	GALA AWARDS
Registration Number:	2268280	PROMO EXPO
Registration Number:	2267949	FIRE/EMS PRODUCT NEWS
Registration Number:	2266271	DIRECT NEWSLINE
Registration Number:	2262181	PROMOXTRA!
Registration Number:	2250500	BIACH INFORMATION ARTS
Registration Number:	2247038	THE SPECIAL EVENT
Registration Number:	2244072	BUSINESS FINANCE
Registration Number:	2242253	SPA/SAUNA
Registration Number:	2236281	PROMO
Registration Number:	2233320	HOMECARE
Registration Number:	2229917	NATIONAL CENTER FOR DATABASE MARKETING
Registration Number:	2223377	WIRELESS REVIEW
Registration Number:	2202403	THE JOURNAL OF DIGITAL TELEVISION
Registration Number:	2201035	
Registration Number:	2199546	BEEF
Registration Number:	2189550	IW
Registration Number:	2185611	RER
Registration Number:	2174426	REFRIGERATED TRANSPORTER
Registration Number:	2174425	TRAILER BODY BUILDERS
Registration Number:	2172397	MODERN BULK TRANSPORTER
Registration Number:	2157139	POWERSYSTEMS WORLD
Registration Number:	2153993	IW
Registration Number:	2152104	ELECTRONIC MUSICIAN
Registration Number:	2151017	FORGING
Registration Number:	2150243	WARD'S DEALER BUSINESS
Registration Number:	2135120	DIRECT
Registration Number:	2135118	CATALOG AGE
Registration Number:	2129613	DEALER BUSINESS
Registration Number:	2117314	MIX MASTER DIRECTORY
Registration Number:	2103373	HIGH COTTON

Registration Number:	2081987	HPAC
Registration Number:	2075212	HVAC COMFORTECH
Registration Number:	2069819	LDI
Registration Number:	2068462	CORPORATE MEETINGS & INCENTIVES
Registration Number:	2068241	INSURANCE CONFERENCE PLANNER
Registration Number:	2049294	AMERICAN TRUCKER
Registration Number:	2021616	ASSOCIATION MEETINGS
Registration Number:	2021615	MEDICAL MEETINGS
Registration Number:	2018597	GREEN GUIDE FOR OFF-HIGHWAY TRUCKS & TRAILERS
Registration Number:	2002508	TRANSPORTATION & DISTRIBUTION
Registration Number:	2001271	SOUTHEAST COTTON CONFERENCE
Registration Number:	1998835	WIRELESS SYSTEMS DESIGN
Registration Number:	1997690	AMERICAN CITY & COUNTY
Registration Number:	1996456	WARD'S ENGINE AND VEHICLE TECHNOLOGY UPDATE
Registration Number:	1994967	DESIGN MART
Registration Number:	1984881	ACCESS CONTROL & SECURITY SYSTEMS INTEGRATION
Registration Number:	1981798	MATERIAL HANDLING BUSINESS
Registration Number:	1977733	FARM INDUSTRY NEWS
Registration Number:	1976047	MOBILE RADIO TECHNOLOGY
Registration Number:	1968599	SOUND FOR PICTURE
Registration Number:	1966305	EE PRODUCT NEWS
Registration Number:	1958489	CEE NEWS
Registration Number:	1942080	GASES AND WELDING DISTRIBUTOR
Registration Number:	1921912	TELEPHONY
Registration Number:	1904579	CLUB INDUSTRY
Registration Number:	1900240	SOUTHEAST COTTON CONFERENCE
Registration Number:	1889842	AMERICAN MACHINIST
Registration Number:	1887089	AMERICAN TRUCKER
Registration Number:	1878625	SOUND & VIDEO CONTRACTOR
Registration Number:	1869900	WASTE EXPO
Registration Number:	1864721	TRANSMISSION & DISTRIBUTION
Registration Number:	1857642	CLUB INDUSTRY
Registration Number:	1831527	LIGHTING DIMENSIONS INTERNATIONAL
Registration Number:	1807439	SN
Registration Number:	1806883	GOVERNMENT PROCUREMENT

Registration Number:	1797381	SUPERMARKET CANDY
Registration Number:	1797380	SUPERMARKET BEVERAGE
Registration Number:	1793663	LIGHTING DIMENSIONS
Registration Number:	1788133	FAST BREAK
Registration Number:	1778899	MIX
Registration Number:	1759843	DELTA FARM PRESS
Registration Number:	1756803	AMERICAN CITY & COUNTY
Registration Number:	1744331	ELECTRONIC TRUCK BLUE BOOK
Registration Number:	1741248	ELECTRONICSSOURCE BOOK
Registration Number:	1729274	HOMECARE
Registration Number:	1723679	COMMERCIAL TRAILER BLUE BOOK
Registration Number:	1691510	CATERED ARTS
Registration Number:	1634000	THE OLDER TRUCK BLUE BOOK
Registration Number:	1618763	NREI
Registration Number:	1594150	DIRECT
Registration Number:	1590834	BLUE BOOK
Registration Number:	1587750	SPECIAL EVENTS
Registration Number:	1574862	PCIM
Registration Number:	1571873	CONCRETE PRODUCTS
Registration Number:	1571872	PAPER, FILM & FOIL CONVERTER
Registration Number:	1571871	ROCK PRODUCTS
Registration Number:	1569677	AMERICAN PRINTER
Registration Number:	1556799	CONTRACTORS' EQUIPMENT COST GUIDE
Registration Number:	1534881	TRANSPORTATION & DISTRIBUTION
Registration Number:	1531924	MOBILE/MANUFACTURED HOME BLUE BOOK
Registration Number:	1529984	CORPORATE PROFILE
Registration Number:	1520859	SOYBEAN DIGEST
Registration Number:	1519792	GROUNDS MAINTENANCE
Registration Number:	1517932	RF DESIGN
Registration Number:	1508631	NEWSLINK
Registration Number:	1505807	CALIFORNIA-ARIZONA FARM PRESS
Registration Number:	1505427	RF DESIGN
Registration Number:	1505426	HAY & FORAGE GROWER
Registration Number:	1503901	COMPUTER-AIDED ENGINEERING
Registration Number:	1503831	DELTA AGRICULTURAL DIGEST

Registration Number:	1497701	REGISTERED REPRESENTATIVE
Registration Number:	1496719	I&T PRODUCT FILE
Registration Number:	1496718	CALIFORNIA-ARIZONA FARM PRESS
Registration Number:	1496331	ELECTRONIC MUSICIAN
Registration Number:	1494181	DELTA AGRICULTURAL DIGEST
Registration Number:	1473119	DEFENSE ELECTRONICS
Registration Number:	1461884	WARD'S AUTOMOTIVE YEARBOOK
Registration Number:	1442079	WARD'S AUTOMOTIVE INTERNATIONAL
Registration Number:	1435106	SOUTHEAST REAL ESTATE NEWS
Registration Number:	1427028	SOUTHWEST REAL ESTATE NEWS
Registration Number:	1427025	POWER CONVERSION INTELLIGENT MOTION
Registration Number:	1426531	MUNICIPAL INDEX
Registration Number:	1407928	CRAMMM
Registration Number:	1406728	SOUTHWEST REAL ESTATE NEWS
Registration Number:	1405788	DELICIOUS!
Registration Number:	1404012	SOUTHEAST REAL ESTATE NEWS
Registration Number:	1402132	SHOPPING CENTER WORLD
Registration Number:	1402130	NATIONAL REAL ESTATE INVESTOR
Registration Number:	1400316	PENSION WORLD
Registration Number:	1396245	AMERICAN CITY & COUNTY
Registration Number:	1389865	MINE & QUARRY TRADER
Registration Number:	1375813	MILLIMETER
Registration Number:	1369629	SOUND & VIDEO CONTRACTOR
Registration Number:	1358016	TRUCK BLUE BOOK
Registration Number:	1337433	ELECTRONICS SOURCE BOOK
Registration Number:	1311064	CATALOG AGE
Registration Number:	1276951	COST REFERENCE GUIDE FOR CONSTRUCTION EQUIPMENT
Registration Number:	1271773	MICROWAVES & RF
Registration Number:	1267904	LODGING HOSPITALITY
Registration Number:	1240252	CONTRACTING BUSINESS
Registration Number:	1212435	FOUNDRY MANAGEMENT & TECHNOLOGY
Registration Number:	1212395	RECREATIONAL VEHICLE BLUE BOOK
Registration Number:	1199515	FLEET OWNER
Registration Number:	1198712	AIRCRAFT; BLUEBOOK-PRICE DIGEST

Registration Number:	1197258	EC & M
Registration Number:	1197227	TRUSTS & ESTATES
Registration Number:	1192778	GOVERNMENT PRODUCT NEWS
Registration Number:	1169251	RESTAURANT HOSPITALITY
Registration Number:	1144162	POWERCONVERSION
Registration Number:	1143328	THE MIX
Registration Number:	1081012	33 METAL PRODUCING
Registration Number:	1079863	FIRE CHIEF
Registration Number:	1077376	
Registration Number:	1077375	
Registration Number:	1052169	TRUCK IDENTIFICATION BOOK
Registration Number:	1049297	ELECTRICAL MARKETING
Registration Number:	1042260	SOUTHEAST FARM PRESS
Registration Number:	1042259	SOUTHWEST FARM PRESS
Registration Number:	979977	RENTAL RATE BLUE BOOK
Registration Number:	0977322	UED
Registration Number:	0974004	HPAC INFO-DEX
Registration Number:	0934481	AIR TRANSPORT WORLD
Registration Number:	0929589	USED EQUIPMENT DIRECTORY
Registration Number:	0910909	INDUSTRY WEEK
Registration Number:	896525	WARD'S AUTOWORLD
Registration Number:	885510	T & D
Registration Number:	873461	TRUCK BLUE BOOK OFFICIAL USED TRUCK VALUATIONS
Registration Number:	864736	FARM INDUSTRY NEWS
Registration Number:	861985	BLUE BOOK
Registration Number:	859343	ELECTRICAL CONSTRUCTION AND MAINTENANCE
Registration Number:	764854	RED BOOK OFFICIAL USED CAR VALUATIONS
Registration Number:	0715803	HYDRAULICS & PNEUMATICS
Registration Number:	712158	BROADCAST ENGINEERING
Registration Number:	0698178	WELDING DESIGN & FABRICATION
Registration Number:	0682917	ELECTRONIC DESIGN
Registration Number:	668070	MUNICIPAL INDEX
Registration Number:	636191	SUPERMARKET NEWS
Registration Number:	542114	WARD'S AUTOMOTIVE REPORTS
Registration Number:	542113	WARD'S

Registration Number:	0538706	NEW EQUIPMENT DIGEST
Registration Number:	0517322	OCCUPATIONAL HAZARDS
Registration Number:	0509858	OCCUPATIONAL HAZARDS
Registration Number:	0509334	NEW EQUIPMENT DIGEST
Registration Number:	0508189	MACHINE DESIGN
Serial Number:	78938579	ACCESS CONTROL & SECURITY SYSTEMS
Serial Number:	78930604	NATIONAL REAL ESTATE INVESTOR
Serial Number:	78883335	O+F OPERATIONS & FULFILLMENT
Serial Number:	78864369	WARD'S
Serial Number:	78861815	E-DEALER 100
Serial Number:	78861813	DEALER 500
Serial Number:	78861811	MEGADEALER 100
Serial Number:	78860779	INTERIOR OF THE YEAR AWARDS
Serial Number:	78689877	AIR CHARTER GUIDE
Serial Number:	78685767	REMIX HOTEL
Serial Number:	78685665	REMIX
Serial Number:	78549779	F.I.R.S.T HARVEST REPORTS
Serial Number:	77059161	THE BRIEFING ROOM
Serial Number:	77057024	WARD'S AUTO WORLD
Serial Number:	77043214	SPEEDNEWS
Serial Number:	77041115	SOUTHEAST AGRICULTURAL DIGEST
Serial Number:	77037807	PROMO SOURCEBOOK
Serial Number:	77037704	PROMO
Serial Number:	77023644	TRUCK IDENTIFICATION BOOK
Serial Number:	77001464	EXECUTIVE TRAVELER EDITION

CORRESPONDENCE DATA

Fax Number: (917)777-2517
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 212-735-2517
Email: oepstein@skadden.com
Correspondent Name: Oren Epstein
Address Line 1: 4 Times Square
Address Line 2: 30-112
Address Line 4: New York, NEW YORK 10036

ATTORNEY DOCKET NUMBER: 698510/127

NAME OF SUBMITTER:	Oren Epstein
Signature:	/oe/
Date:	03/07/2007

Total Attachments: 34

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FIRST LIEN INTELLECTUAL PROPERTY SECURITY AGREEMENT

This FIRST LIEN INTELLECTUAL PROPERTY SECURITY AGREEMENT (as amended, amended and restated, supplemented or otherwise modified from time to time, the "IP Security Agreement") dated February 1, 2007, is made by Penton Media, Inc., a Delaware corporation, Prism Business Media Inc., a Delaware corporation, Internet World Media, Inc., a Delaware corporation, and Duke Communications International, Inc., a Colorado corporation, (each, a "Grantor", collectively, the "Grantors") in favor of General Electric Capital Corporation, as administrative agent (in such capacity, the "Administrative Agent") for the Secured Parties (as defined in the Credit Agreement referred to below). Capitalized terms used herein and not defined shall have the meanings ascribed to such terms in the Credit Agreement or Collateral Agreement (both defined below) as applicable.

WHEREAS, the Grantors and Prism Media Holdings, Inc., a Delaware corporation ("Holdings") have entered into a First Lien Credit Agreement dated as of February 1, 2007 (as amended, amended and restated, supplemented or otherwise modified from time to time, the "Credit Agreement"), with the Administrative Agent, the other agents party thereto and the Lenders party thereto.

WHEREAS, under the terms of that certain First Lien Collateral Agreement dated February 1, 2007 made by the Grantors and Holdings to the Administrative Agent (as amended, amended and restated, supplemented or otherwise modified from time to time, the "Collateral Agreement"), the Grantors have assigned and pledged to the Administrative Agent, its successor and assigns, for the ratable benefit of the Secured Parties, and granted to the Administrative Agent, for the ratable benefit of the Secured Parties, a security interest in, among other property, certain intellectual property of the Grantors, and have agreed under the Credit Agreement to execute this IP Security Agreement for recording with the U.S. Patent and Trademark Office, the United States Copyright Office and other governmental authorities.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Grantors agree as follows:

SECTION 1 Grant of Security. As security for the payment or performance when due (whether at the stated maturity, by acceleration or otherwise), as the case may be, in full of the Obligations, and any extensions, renewals or modifications of the Obligations, each Grantor hereby assigns and pledges to the Administrative Agent, its successor and assigns, for the ratable benefit of the Secured Parties, and hereby grants to the Administrative Agent, its successor and assigns, for the ratable benefit of the Secured Parties, a security interest (the "Security Interest") in, all right, title and interest in or to any and all of the following now owned or at any time hereafter acquired by such Grantor or in which such Grantor now has or at any time in the future may acquire any right, title or interest (the "Collateral"):

- (a) (i) all letters patent of the United States or the equivalent thereof in any other country or jurisdiction and all reissues, extensions, registrations and recordings thereof, (ii) all applications for letters patent of the United States or the equivalent thereof in any other country or jurisdiction, and all provisionals, continuations, divisions, continuations-in-part, reexaminations or revisions thereof, including, in the case of (i) and (ii), registrations, recordings and pending applications in the United States Patent and Trademark Office (or any successor or any similar offices in any other country), including those patents and applications set forth in Schedule A hereto, and (iii) the inventions disclosed or claimed therein, including the right to make, use and/or sell the inventions disclosed or claimed therein (the "Patents");

(b) (i) all trademarks, service marks, corporate names, trade names, company names, business names, fictitious business names, trade styles, trade dress, logos, other source or business identifiers, designs and general intangibles of like nature, now existing or hereafter adopted or acquired, all registrations and recordings thereof, and all registration and recording applications filed in connection therewith, including registrations and registration applications in the United States Patent and Trademark Office (or any successor office) or any similar offices in any State of the United States or any other country or any political subdivision thereof (provided that no security interest shall be granted in United States trademark applications filed in the United States Patent and Trademark Office on the basis of any Grantor's "intent-to-use" such marks until an appropriate amendment to allege use or statement of use is filed in and accepted by the United States Patent and Trademark Office), and all renewals thereof, including those set forth in Schedule B hereto and (ii) all goodwill associated therewith or symbolized thereby (the "Trademarks");

(c) (i) all copyright rights in any work subject to the copyright laws of the United States or any other country, whether as author, assignee, transferee or otherwise; and (ii) all registrations and applications for registration of any such copyright in the United States or any other country, including registrations, supplemental registrations and pending applications for registration in the United States Copyright Office (or any successor office or any similar office in any other country) and the right to obtain all renewals thereof (the "Copyrights"), including those material Copyrights set forth in Schedule C hereto;

(d) to the extent not otherwise included, all proceeds, Supporting Obligations and products of any and all of the foregoing and all collateral security and guarantees given by any person with respect to any of the foregoing.

SECTION 2 Recordation. The Grantors authorize and request that the Register of Copyrights, the Commissioner for Patents and the Commissioner for Trademarks and any other applicable government officer record this IP Security Agreement.

SECTION 3 Execution in Counterparts. This IP Security Agreement may be executed in any number of counterparts, each of which when so executed shall be deemed to be an original and all of which taken together shall constitute one and the same agreement.

SECTION 4 Grants, Rights and Remedies. This IP Security Agreement has been entered into in conjunction with the provisions of the Collateral Agreement. The Grantor does hereby acknowledge and confirm that the grant of the security interest hereunder to, and the rights and remedies of, the Administrative Agent with respect to the Collateral are more fully set forth in the Collateral Agreement.


SECTION 5 Governing Law. This IP Security Agreement shall be governed by, and construed in accordance with, the laws of the State of New York.

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IN WITNESS WHEREOF, the Grantors have caused this IP Security Agreement to be duly executed and delivered by its officer thereunto duly authorized as of the date first above written.

PRISM BUSINESS MEDIA INC.

by



Name: Robert Feinberg
Title: Vice President and Secretary


Address for Notices:

c/o Penton Business Media Inc.
249 West 17th Street, Fourth Floor
New York, New York 10011

Fax: (913) 514-7472
Attention: General Counsel

PENTON MEDIA, INC.

by



Name: Eric Lundberg
Title: Chief Financial Officer


Address for Notices:

c/o Penton Business Media Inc.
249 West 17th Street, Fourth Floor
New York, New York 10011

Fax: (913) 514-7472
Attention: General Counsel

INTERNET WORLD MEDIA, INC.

by



Name: Eric Lundberg
Title: Chief Financial Officer

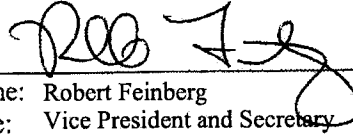
Address for Notices:

c/o Penton Business Media Inc.
249 West 17th Street, Fourth Floor
New York, New York 10011

Fax: (913) 514-7472
Attention: General Counsel

DUKE COMMUNICATIONS INTERNATIONAL,
INC.

by



Name: Robert Feinberg

Title: Vice President and Secretary

Address for Notices:

c/o Penton Business Media Inc.
249 West 17th Street, Fourth Floor
New York, New York 10011

Fax: (913) 514-7472

Attention: General Counsel

ADMINISTRATIVE AGENT:

GENERAL ELECTRIC CAPITAL CORPORATION

by



Name:

Ellen Weaver

Title:

Duly Authorized Signatory

[First Lien Intellectual Property Security Agreement]

437940

TRADEMARK
REEL: 003495 FRAME: 0366

SCHEDULE A

PATENTS

Jurisdiction	Patent Title	Patent No. [Pub. No.] (App. No.)	Issue Date [Pub. Date] (App. Date)	Record Owner	Status
United States	Presentation and management of aircraft availability data	(10/926,725)	(08/26/2004)	Prism Business Media Inc.	Pending

**SCHEDULE B
TRADEMARKS**

Prism Business Media Inc.

United States Trademarks

COUNTRY	TRADEMARK	REFERENCE	FILED	APPL#	REG. DT.	REG#	CLASSES	RECORD OWNER	STATUS
UNITED STATES	100 HANDS-ON HUNDRED & Design	P0522-0011/35	4/17/2003	78/238,995	5/11/2004	2,840,282	41	Prism Business Media Inc.	Registered
UNITED STATES	ACCESS CONTROL & SECURITY SYSTEMS	P0522-0076	7/27/2006	78/938,579			16, 35, 41	Prism Business Media Inc.	Pending
UNITED STATES	ACCESS CONTROL & SECURITY SYSTEMS INTEGRATION		09/18/1995	74/730,922	07/02/1996	1,984,881	16	Prism Business Media Inc.	Registered
UNITED STATES	AC-U-KWIK	P0522-0011/144	7/7/2000	76/084,870	3/26/2002	2,552,003	09,16,42	Prism Business Media Inc.	Registered
UNITED STATES	AIRCRAFT, BLUEBOOK-PRICE DIGEST and Design	P0522-0011/126	6/8/1981	73/313,782	6/22/1982	1,198,712	16	Prism Business Media Inc.	Registered
UNITED STATES	AM (Stylized)	PO522-0011/202	5/22/1998	75/490,245	12/7/1999	2,298,981	16,42	Prism Business Media Inc.	Registered
UNITED STATES	AMERICAN CITY & COUNTY	P0522.0011/113	6/18/1992	74/285,871	3/9/1993	1,756,803	16	Prism Business Media Inc.	Registered
UNITED STATES	AMERICAN CITY & COUNTY		02/21/1995	74/636,827	08/27/1996	1,997,690	16	Prism Business Media Inc.	Registered
UNITED STATES	AMERICAN CITY & COUNTY		02/03/1986	73/580,977	06/03/1986	1,396,245	16	Prism Business Media Inc.	Registered
UNITED STATES	AMERICAN PRINTER	P0522-0011/235	4/19/1989	73/794,333	12/5/1989	1,569,677	16	Prism Business Media Inc.	Registered
UNITED STATES	AMERICAN SCHOOL & UNIVERSITY	P0522-0011/32	6/4/2003	78/258,159	11/2/2004	2,899,621	16	Prism Business Media Inc.	Registered

COUNTRY	TRADEMARK	REFERENCE	FILED	APPL#	REG. DT.	REG#	CLASSES	RECORD OWNER	STATUS
UNITED STATES	AMERICAN TRUCKER	P0522-0011/94	7/9/1996	75/131,599	4/1/1997	2,049,294	25	Prism Business Media Inc.	Registered
UNITED STATES	AMERICAN TRUCKER	P0522-0011/106	6/25/1993	74/407,003	4/4/1995	1,887,089	16	Prism Business Media Inc.	Registered
UNITED STATES	AMERICAN TRUCKER and Design	P0522-0011/149	4/17/2000	76/026,930	2/19/2002	2,539,379	16,42	Prism Business Media Inc.	Registered
UNITED STATES	AMERICAN TRUCKER OVER THE ROAD EDITION and Design	P0522-0011/162	9/28/2000	76/137,049	5/7/2002	2,566,924	16	Prism Business Media Inc.	Registered
UNITED STATES	ANNUAL CATALOG CONFERENCE & EXHIBITION	P0522-0011/178	10/1/1997	75/366,591	8/17/1999	2,270,266	35	Direct Marketing Association, Inc./Prism Business Media Inc.	Registered
UNITED STATES	ANTI-AGING CONFERENCE & EXPOSITION	P0522-0011/159	2/11/2000	75/917,074	1/15/2002	2,529,100	41	Prism Business Media Inc.	Registered
UNITED STATES	ANTI-AGING EXPO	P0522-0011/160	2/11/2000	75/917,073	12/4/2001	2,514,217	41	Prism Business Media Inc.	Registered
UNITED STATES	APPLY*	P0522-0011/159	11/29/2000	76/172,961	7/23/2002	2,599,149	16,42	Prism Business Media Inc.	Registered
UNITED STATES	ASSOCIATION MEETINGS	P0522-0011/225	8/26/1994	74/566,345	12/10/1996	2,021,616	16	Prism Business Media Inc.	Registered
UNITED STATES	AUTO INTERIORS	P0522-0011/294	5/18/2000	76/050,987	3/27/2001	2,439,706	16	Prism Business Media Inc.	Registered
UNITED STATES	AUTO INTERIORS	P0522-0011/293	2/10/2003	78/212,842	12/30/2003	2,801,641	35	Prism Business Media Inc.	Registered
UNITED STATES	AUTOMOBILE RED BOOK	P0522-0011/139	4/18/2002	76/976,550	6/1/2004	2,849,081	16	Prism Business Media Inc.	Registered

COUNTRY	TRADEMARK	REFERENCE	FILED	APPL#	REG. DT.	REG#	CLASSES	RECORD OWNER	STATUS
UNITED STATES	AUTOMOBILE RED BOOK	P0522-0011/40	4/18/2002	76/397,315	11/9/2004	2,901,986	42	Prism Business Media Inc.	Registered
UNITED STATES	BACKSTAGE	P0522-0011/72	6/15/1998	75/501,871	1/1/2002	2,526,196	41	Prism Business Media Inc.	Registered
UNITED STATES	BEEF	P0522-0011/83	5/27/1997	75/297,943	10/27/1998	2,199,546	16	Prism Business Media Inc.	Registered
UNITED STATES	BEYOND BORDERS	P0522-0011/175	8/30/1999	75/787,596	9/26/2000	2,389,741	16,35,41	Prism Business Media Inc.	Registered
UNITED STATES	BLMC	PO511-0011/29	4/20/2004	78/405,100	10/4/2005	3,003,977	41	Prism Business Media Inc.	Registered
UNITED STATES	BLUE BOOK	P0522-0011/239	12/12/1988	73/769,112	4/10/1990	1,590,834	16	Prism Business Media Inc.	Registered
UNITED STATES	BLUE BOOK	P0522-0011/288	11/13/1967	72/284,665	12/17/1968	861,985	16	Prism Business Media Inc.	Registered
UNITED STATES	BROADCAST ENGINEERING	P0522-0011/290	4/27/1959	72/072,336	3/7/1961	712,158	16	Prism Business Media Inc.	Registered
UNITED STATES	BROADWAY LIGHTING MASTER CLASSES	P0522-0011/27	4/20/2004	78/405,105	5/24/2005	2,956,246	41	Prism Business Media Inc.	Registered
UNITED STATES	BROADWAY SOUND MASTER CLASSES	P0522-0011/25	4/27/2004	78/408,925	2/8/2005	2,926,115	41	Prism Business Media Inc.	Registered
UNITED STATES	BSMC	P0522-0011/28	4/20/2004	78/405,102	10/4/2005	3,003,978	41	Prism Business Media Inc.	Registered
UNITED STATES	BULK TRANSPORTER	P0522-0021	2/3/2005	78/560,130	10/24/2006	3,163,845	16	Prism Business Media Inc.	Registered
UNITED STATES	CALIFORNIA-ARIZONA FARM PRESS	P0522-0011/254	4/17/1987	73/655,859	7/19/1988	1,496,718	16	Prism Business Media Inc.	Registered

COUNTRY	TRADEMARK	REFERENCE	FILED	APPL#	REG. DT.	REG#	CLASSES	RECORD OWNER	STATUS
UNITED STATES	CALIFORNIA-ARIZONA FARM PRESS (Stylized)	P0522-0011/250	6/11/1987	73/666,003	9/27/1988	1,505,807	16	Prism Business Media Inc.	Registered
UNITED STATES	CATALOG AGE	P0522-0011/124	2/27/1984	73/467,624	12/25/1984	1,311,064	16	Prism Business Media Inc.	Registered
UNITED STATES	CATALOG AGE	P0522-0011/66	12/7/1995	75/976,715	2/3/1998	2,135,118	35	Prism Business Media Inc.	Registered
UNITED STATES	CATERED ARTS	P0522-0011/41	2/27/2002	76/375,914	4/27/2004	2,835,844	16	Prism Business Media Inc.	Registered
UNITED STATES	CATERED ARTS (Stylized)	P0522-0011/117	6/17/1991	74/176,399	6/9/1992	1,691,510	16	Prism Business Media Inc.	Registered
UNITED STATES	CEE NEWS	P0522-0011/98	9/15/1994	74/572,469	2/27/1996	1,958,489	16	Prism Business Media Inc.	Registered
UNITED STATES	CHIEF MARKETER	P0522-0011/26	4/27/2004	78/408,645	8/23/2005	2,988,368	41	Prism Business Media Inc.	Registered
UNITED STATES	CLUB INDUSTRY	P0522-0011/107	4/15/1993	74/380,950	7/11/1995	1,904,579	35,41	Prism Business Media Inc.	Registered
UNITED STATES	CLUB INDUSTRY	P0522-0011/108	4/13/1993	74/378,854	10/11/1994	1,857,642	16	Prism Business Media Inc.	Registered
UNITED STATES	CLYMER	P0522-0011/191	9/16/1998	75/554,168	9/26/2000	2,389,166	16	Prism Business Media Inc.	Registered
UNITED STATES	CM&I and Design	P0522-0011/201	5/22/1998	75/490,246	12/28/1999	2,304,845	16,42	Prism Business Media Inc.	Registered
UNITED STATES	COMMERCIAL TRAILER BLUE BOOK	P0522-0011/119	2/25/1991	74/141,592	10/13/1992	1,723,679	16	Prism Business Media Inc.	Registered
UNITED STATES	CONCRETE PRACTICE	P0522-0011/61	10/12/2000	76/145,695	9/10/2002	2,619,118	16,42	Prism Business Media Inc.	Registered

COUNTRY	TRADEMARK	REFERENCE	FILED	APPL#	REG. DT.	REG#	CLASSES	RECORD OWNER	STATUS
UNITED STATES	CONCRETE PRODUCTS	P0522-0011/232	4/20/1989	73/794,653	12/19/1989	1,571,873	16	Prism Business Media Inc.	Registered
UNITED STATES	CONTRACTORS' EQUIPMENT COST GUIDE	P0522-0011/122	1/9/1989	73/773,411	9/19/1989	1,556,799	16	Prism Business Media Inc.	Registered
UNITED STATES	CORPORATE MEETINGS & INCENTIVES	P0522-0011/4	8/7/1995	74/712,185	6/10/1997	2,068,462	16	Prism Business Media Inc.	Registered
UNITED STATES	CORPORATE PROFILE	P0522-0011/243	1/28/1988	73/714,579	3/14/1989	1,529,984	35	Prism Business Media Inc.	Registered
UNITED STATES	CORPORATE REVIEW	P0522-0011/141	11/1/2000	76/157,694	9/10/2002	2,619,120	16	Prism Business Media Inc.	Registered
UNITED STATES	COST REFERENCE GUIDE FOR CONSTRUCTION EQUIPMENT	P0522-0011/125	11/26/1982	73/403,877	5/8/1984	1,276,951	16	Prism Business Media Inc.	Registered
UNITED STATES	CRAMMM	P0522.0011/258	2/24/1986	73/584,424	9/2/1986	1,407,928	35	Prism Business Media Inc.	Registered
UNITED STATES	DEALER 500	P0522-0029	4/14/2006	78/861,813			16,41	Prism Business Media, Inc.	Pending
UNITED STATES	DEALER BUSINESS	P0522-0011/296	9/3/1996	75/159,277	1/13/1998	2,129,613	16	Prism Business Media Inc.	Registered
UNITED STATES	DEFENSE ELECTRONICS	P0522-0011/120	3/25/1987	73/651,389	1/19/1988	1,473,119	16	Primedia Business Magazines & Media Inc.	Registered
UNITED STATES	DELTA AGRICULTURAL DIGEST	P0522-0011/252	4/20/1987	73/656,106	6/28/1988	1,494,181	16	Prism Business Media Inc.	Registered
UNITED STATES	DELTA AGRICULTURAL DIGEST and Design	P0522-0011/251	6/11/1987	73/665,910	9/13/1988	1,503,831	16	Prism Business Media Inc.	Registered
UNITED STATES	DELTA FARM PRESS	P0522-0011/57	3/6/2001	76/220,409	11/26/2002	2,653,556	42	Prism Business Media Inc.	Registered

COUNTRY	TRADEMARK	REFERENCE	FILED	APPL#	REG. DT.	REG#	CLASSES	RECORD OWNER	STATUS
UNITED STATES	DELTA FARM PRESS	P0522-0011/112	6/22/1992	74/287,182	3/23/1993	1,759,843	16	Prism Business Media Inc.	Registered
UNITED STATES	Design Only	P0522-0011/280	2/20/1976	73/077,911	11/15/1977	1,077,375	16	Prism Business Media Inc.	Registered
UNITED STATES	Design Only		03/12/1997	75/255,831	11/03/1998	2,201,035	35	Brian Kahle/Prism Business Media Inc.	Registered
UNITED STATES	DESKTOP MUSIC PRODUCTION GUIDE	P0522-0011/162	2/7/2000	75/912,085	11/21/2000	2,407,508	16,42	Prism Business Media Inc.	Registered
UNITED STATES	DIGITAL CONTENT PRODUCER	P0522-0025	2/2/2006	78/805,890	12/12/2006	3,185,118	16,41	Prism Business Media, Inc.	Registered
UNITED STATES	DIGITAL SOLUTIONS	P0522-0011/154	3/3/2000	75/934,963	3/5/2002	2,545,374	16	Prism Business Media Inc.	Registered
UNITED STATES	DIRECT	P0522-0011/240	11/23/1988	73/765,440	5/1/1990	1,594,150	16	Prism Business Media Inc.	Registered
UNITED STATES	DIRECT	P0522-0011/65	12/7/1995	75/976,717	2/3/1998	2,135,120	35	Prism Business Media Inc.	Registered
UNITED STATES	DIRECT	P0522-0011/148	4/28/2000	76/036,850	4/10/2001	2,442,751	42	Prism Business Media Inc.	Registered
UNITED STATES	DIRECT NEWSLINE	P0522-0011/80	10/1/1997	75/366,545	8/3/1999	2,266,271	35,42	Prism Business Media Inc.	Registered
UNITED STATES	DIRECT.COM	P0522-0011/137	3/22/2001	76/229,906	7/2/2002	2,587,998	42	Prism Business Media Inc.	Registered
UNITED STATES	DIRECT.COM	P0522-0011/165	12/9/1999	75/867,963	10/9/2001	2,497,057	16	Prism Business Media Inc.	Registered
UNITED STATES	EC & M	P0522-0011/127	5/22/1981	73/311,635	6/8/1982	1,197,258	16	Prism Business Media Inc.	Registered

COUNTRY	TRADEMARK	REFERENCE	FILED	APPL.#	REG. DT.	REG.#	CLASSES	RECORD OWNER	STATUS
UNITED STATES	E-CLIPS	P0522-0011/52	5/11/2001	76/255,829	9/2/2003	2,758,001	09	Prism Business Media Inc.	Registered
UNITED STATES	e-DEALER 100	P0522-0030	4/14/2006	78/861,815			16, 35	Prism Business Media, Inc.	Pending
UNITED STATES	ELECTRICAL CONSTRUCTION AND MAINTENANCE	P0522-0011/287	5/3/1968	72/297,262	10/29/1968	859,343	16	Prism Business Media Inc.	Registered
UNITED STATES	ELECTRICAL MARKETING	P0522-0011/282	6/18/1975	73/055,462	9/28/1976	1,049,297	16	Prism Business Media Inc.	Registered
UNITED STATES	ELECTRICAL WHOLESALING	P0522-0011/69	10/28/1998	75/578,746	9/14/1999	2,278,200	16	Prism Business Media Inc.	Registered
UNITED STATES	ELECTRONIC MUSICIAN	P0522-0011/256	10/23/1986	73/626,599	7/12/1988	1,496,331	16	Prism Business Media Inc.	Registered
UNITED STATES	ELECTRONIC MUSICIAN	P0522-0011/87	1/22/1997	75/232,946	4/21/1998	2,152,104	16	Prism Business Media Inc.	Registered
UNITED STATES	ELECTRONIC MUSICIAN REMIX		07/23/1999	75/759,360	07/25/2000	2,371,879	16	Prism Business Media Inc.	Registered
UNITED STATES	ELECTRONIC TRUCK BLUE BOOK	P0522-0011/118	4/23/1991	74/159,888	1/5/1993	1,744,331	09	Prism Business Media Inc.	Registered
UNITED STATES	ELECTRONICS SOURCE BOOK	P0522-0011/123	3/26/1984	73/471,946	5/21/1985	1,337,433	16	Prism Business Media Inc.	Registered
UNITED STATES	ELECTRONICSSOURCE BOOK	P0522-0011/115	8/14/1991	74/194,517	12/22/1992	1,741,248	16	Prism Business Media Inc.	Registered
UNITED STATES	ENTERTAINMENT DESIGN	P0522-0011/205	5/18/1998	75/487,011	12/14/1999	2,300,886	16	Primedia Intertec Corporation/Prism Business Media Inc.	Registered
UNITED STATES	EQUIPMENT WATCH	P0522-0011/138	12/19/2000	76/183,093	4/30/2002	2,566,193	16,42	Prism Business Media Inc.	Registered

COUNTRY	TRADEMARK	REFERENCE	FILED	APPL#	REG. DT.	REG#	CLASSES	RECORD OWNER	STATUS
UNITED STATES	EXECUTIVE TRAVELER EDITION		09/18/2006	77/001,464			16	Prism Business Media Inc.	Pending
UNITED STATES	F.I.R.S.T HARVEST REPORTS	P0522-0018	1/19/2005	78/549,779	3,188,058	12/19/2006	41	Prism Business Media, Inc.	Registered
UNITED STATES	FACILITY SYSTEMS		05/03/1999	75/696,730	05/08/2001	2,450,307	16	Prism Business Media Inc.	Registered
UNITED STATES	FARM INDUSTRY NEWS	P0522-0011/96	10/14/1994	74/585,721	6/4/1996	1,977,733	16	Prism Business Media Inc.	Registered
UNITED STATES	FARM INDUSTRY NEWS (Stylized)	P0522-0011/131	11/21/1967	72/285,366	2/11/1969	864,736	16	Prism Business Media Inc.	Registered
UNITED STATES	FARM PRESS	P0522-0011/54	3/6/2001	76/220,736	10/8/2002	2,630,651	16,42	Prism Business Media Inc.	Registered
UNITED STATES	FAST BREAK	P0522-0011/111	12/23/1992	74/342,626	8/17/1993	1,788,133	16	Prism Business Media Inc.	Registered
UNITED STATES	FEDERAL OUTLOOK	P0522-0011/305	2/26/2002	76/375,217	7/8/2003	2,734,099	41	Primedia Information Inc./Prism Business Media Inc.	Registered
UNITED STATES	FINANCIAL MARKETING LETTER		09/16/1999	75/801,323	03/20/2001	2,437,716	16, 42	Prism Business Media Inc.	Registered
UNITED STATES	FIRE CHIEF	P0522-0011/278	2/16/1977	73/116,076	12/20/1977	1,079,863	16	Prism Business Media Inc.	Registered
UNITED STATES	FIRE/EMS PRODUCT NEWS	P05222-0011/68	10/29/1998	75/580,469	8/3/1999	2,267,949	16	Prism Business Media Inc.	Registered
UNITED STATES	FIRSTCLICK	P0522-0011/142	10/13/2000	76/147,061	1/15/2002	2,529,555	42	Prism Business Media Inc.	Registered
UNITED STATES	FITNESS BUSINESS PRO	P0522-0016	7/29/2004	78/458,870	12/05/2006	3,181,610	16	Prism Business Media Inc.	Registered

COUNTRY	TRADEMARK	REFERENCE	FILED	APPL.#	REG. DT.	REG.#	CLASSES	RECORD OWNER	STATUS
UNITED STATES	FLEET OWNER	P0522-0011/129	4/11/1980	73/257,664	6/29/1982	1,199,515	16	Prism Business Media Inc.	Registered
UNITED STATES	FLEETSEEK	P0522-0402-1	6/18/2003	78/263,677	7/20/2004	2,865,114	39	Prism Business Media, Inc.	Registered
UNITED STATES	FLEETSEEK	P0522-0402	5/9/2002	78/127,494	7/13/2004	2,862,482	39	Prism Business Media, Inc.	Registered
UNITED STATES	GALA AWARDS	P0522-0011/176	10/20/1997	75/375,922	8/10/1999	2,268,314	41	Prism Business Media Inc.	Registered
UNITED STATES	GOVERNMENT SECURITY	P0522-0011/48	10/30/2001	76/332,147	10/8/2002	2,633,660	16,42	Prism Business Media Inc.	Registered
UNITED STATES	GRAPHIC ARTS PULSE	P0522-0011/47	11/20/2001	76/339,860	2/11/2003	2,685,820	42	Prism Business Media Inc.	Registered
UNITED STATES	GREEN GUIDE	P0522-0011/49	9/14/2001	76/312,550	10/8/2002	2,631,238	16	Prism Business Media Inc.	Registered
UNITED STATES	GREEN GUIDE FOR OFF-HIGHWAY TRUCKS & TRAILERS	P0522-0011/102	1/24/1994	74/481,470	11/26/1996	2,018,597	16	Prism Business Media Inc.	Registered
UNITED STATES	GROUNDS MAINTENANCE	P0522-0011/242	3/14/1988	73/716,591	1/10/1989	1,519,792	16	Prism Business Media Inc.	Registered
UNITED STATES	HANDS-ON HUNDRED	P0522-0011/34	4/17/2003	78/239,121	2/24/2004	2,817,534	41	Prism Business Media Inc.	Registered
UNITED STATES	HAY & FORAGE GROWER	P0522-0011/249	9/14/1987	73/684,163	9/20/1988	1,505,426	16	Prism Business Media Inc.	Registered
UNITED STATES	HIGH COTTON	P0522-0011/92	10/15/1996	75/181,390	10/7/1997	2,103,373	41	Prism Business Media Inc.	Registered
UNITED STATES	HOMECARE	P0522-0011/85	4/22/1997	75/279,346	3/23/1999	2,233,320	16,42	Prism Business Media Inc.	Registered

COUNTRY	TRADEMARK	REFERENCE	FILED	APPL#	REG. DT.	REG#	CLASSES	RECORD OWNER	STATUS
UNITED STATES	HOMECARE	P0522-0011/116	8/14/1991	74/194,506	11/3/1992	1,729,274	16	Prism Business Media Inc.	Registered
UNITED STATES	HOMECARING AWARDS	P0522-0015	3/2/2005	78/578,261	9/12/2006	3,143,707	41	Prism Business Media Inc.	Registered
UNITED STATES	I&T PRODUCT FILE	P0522-0011/253	4/20/1987	73/656,017	7/19/1988	1,496,719	16	Prism Business Media Inc.	Registered
UNITED STATES	IN REGISTER	P0522-0011/46	11/20/2001	76/340,236	7/1/2003	2,733,548	41	Prism Business Media Inc.	Registered
UNITED STATES	INSURANCE CONFERENCE PLANNER	P0522-0011/99	8/26/1994	74/566,346	6/10/1997	2,068,241	16	Prism Business Media Inc.	Registered
UNITED STATES	INTERIOR OF THE YEAR AWARDS	P0522-0026	4/13/2006	78/860,779			41	Prism Business Media Inc.	Pending
UNITED STATES	INTERNET AUDIO	P0522-0011/150	4/14/2000	76/026,509	9/11/2001	2,489,664	16	Prism Business Media Inc.	Registered
UNITED STATES	INTERNET TELEPHONY	P0522-0011/74	1/7/1998	75/415,004	2/11/2003	2,687,550	42	Prism Business Media Inc.	Registered
UNITED STATES	IP NETWORKS	P0522-0011/171	9/28/1999	75/809,815	12/19/2000	2,414,838	35	Prism Business Media Inc.	Registered
UNITED STATES	IP-NET		05/18/1998	75/487,111	06/27/2000	2,362,997	16	Prism Business Media Inc.	Registered
UNITED STATES	ISECURITY	P0522-0011/58	3/1/2001	76/218,292	12/31/2002	2,670,550	16	Prism Business Media Inc.	Registered
UNITED STATES	ISECURITY	P0522-0011/42	1/11/2002	76/357,908	2/11/2003	2,687,628	41	Prism Business Media Inc.	Registered
UNITED STATES	LDI	P0522-0011/93	7/22/1996	75/136,991	6/10/1997	2,069,819	35,41	Prism Business Media Inc.	Registered

COUNTRY	TRADEMARK	REFERENCE	FILED	APPL#	REG. DT.	REG#	CLASSES	RECORD OWNER	STATUS
UNITED STATES	LDINSTITUTE	P0522-0011/168	11/5/1999	75/842,009	9/5/2000	2,383,389	41	Prism Business Media Inc.	Registered
UNITED STATES	LIGHTING DIMENSIONS (Stylized)	P0522-0011/110	2/5/1993	74/355,826	9/21/1993	1,793,663	16	Prism Business Media Inc.	Registered
UNITED STATES	LIGHTING DIMENSIONS INTERNATIONAL	P0522-0011/109	2/5/1993	74/355,827	4/19/1994	1,831,527	35,41	Prism Business Media Inc.	Registered
UNITED STATES	MARKETMAXX	P0522-0012	3/23/2005	78/593,285	3/7/2006	3,066,007	41	Prism Business Media Inc.	Registered
UNITED STATES	MEDICAL MEETINGS	P0522-0011/226	8/26/1994	74/566,344	12/10/1996	2,021,615	16	Prism Business Media Inc.	Registered
UNITED STATES	MEGADEALER 100	P0522-0027	4/14/2006	78/861,811			16,35	Prism Business Media Inc.	Pending
UNITED STATES	MILLIMETER	P0522-011/271	3/4/1985	73/525,075	12/17/1985	1,375,813	16	Prism Business Media Inc.	Registered
UNITED STATES	MINE & QUARRY TRADER	P0522-0011/270	9/5/1985	73/556,963	4/15/1986	1,389,865	16	Construction Digest/Prism Business Media Inc.	Registered
UNITED STATES	Miscellaneous Design	P0522-0011/279	2/20/1976	73/077,912	11/15/1977	1,077,376	16	Prism Business Media Inc.	Registered
UNITED STATES	MIX	P0522-0011/114	4/13/1992	74/265,099	6/29/1993	1,778,899	16	Prism Business Media Inc.	Registered
UNITED STATES	MIX MASTER DIRECTORY	P0522-0011/96	12/11/1995	75/030,273	12/2/1997	2,117,314	16	Prism Business Media Inc.	Registered
UNITED STATES	MM (Stylized)	P0522-0011/200	5/22/1998	75/490,247	11/21/2000	2,406,818	16,42	Prism Business Media Inc.	Registered
UNITED STATES	MOBILE RADIO TECHNOLOGY	P0522-0011/1	12/22/1994	74/613,779	5/28/1996	1,976,047	16	Prism Business Media Inc.	Registered

COUNTRY	TRADEMARK	REFERENCE	FILED	APPL#	REG. DT.	REG#	CLASSES	RECORD OWNER	STATUS
UNITED STATES	MOBILE/MANUFACTU RED HOME BLUE BOOK	P0522-0011/244	1/15/1988	73/705,700	3/28/1989	1,531,924	16	Prism Business Media Inc.	Registered
UNITED STATES	MODERN BULK TRANSPORTER	P0522-0011/89	12/12/1996	75/211,938	7/14/1998	2,172,397	16	Prism Business Media Inc.	Registered
UNITED STATES	MRT	P0522-0011/71	10/5/1998	75/564,752	10/12/1999	2,285,469	16	Prism Business Media Inc.	Registered
UNITED STATES	MULTICHANNEL MERCHANT	P0522-0011	10/12/2004	78/498,488	8/15/2006	3,131,377	16,35,38	Prism Business Media Inc.	Registered
UNITED STATES	MUNICIPAL INDEX	P0522-0011/291	7/19/1957	72/034,890	10/7/1958	668,070	16	Prism Business Media Inc.	Registered
UNITED STATES	MUNICIPAL INDEX (Stylized)	P0522-0011/261	2/3/1986	73/580,963	1/27/1987	1,426,531	16	Prism Business Media Inc.	Registered
UNITED STATES	NATIONAL CENTER FOR DATABASE MARKETING	P0522-0011/88	12/27/1996	75/219,509	3/9/1999	2,229,917	35	Direct Marketing Association, Inc./Prism Business Media Inc.	Registered
UNITED STATES	NATIONAL CONFERENCE ON OPERATIONS & FULFILLMENT	P0522-0011/303	1/19/2001	76/196,684	12/23/2003	2,799,466	41	Direct Marketing Association, Inc./Prism Business Media Inc.	Registered
UNITED STATES	NATIONAL HOG FARMER	P0522-0010	8/4/2005	78/685,573	11/21/2006	3,173,566	16	Prism Business Media Inc.	Registered
UNITED STATES	NATIONAL REAL ESTATE INVESTOR	P0522-0075	7/17/2006	78/930,604			35, 41, 42	Prism Business Media Inc.	Pending
UNITED STATES	NATIONAL REAL ESTATE INVESTOR	P0522-0011/268	12/19/1985	73/574,281	7/22/1986	1,402,130	16	Prism Business Media Inc.	Registered

COUNTRY	TRADEMARK	REFERENCE	FILED	APPL#	REG. DT.	REG#	CLASSES	RECORD OWNER	STATUS
UNITED STATES	NCOF	P0522-0011/304	1/19/2001	76/196,460	3/19/2002	2,549,680	41	Direct Marketing Association, Inc./Prism Business Media Inc.	Registered
UNITED STATES	NREI	P0522-0011/230	1/16/1990	74/019,149	10/23/1990	1,618,763	1	Prism Business Media Inc.	Registered
UNITED STATES	NREI NEWSLINE	P0522-0011/45	12/7/2001	76/347,008	12/30/2003	2,800,968	42	Prism Business Media Inc.	Registered
UNITED STATES	O+F OPERATIONS & FULFILLMENT		05/15/2006	78/883,335			16, 41	Prism Business Media Inc.	Pending
UNITED STATES	ONSTAGE	P0522-0011/161	2/10/2000	75/915,917	2/26/2002	2,543,483	16,42	Prism Business Media Inc.	Registered
UNITED STATES	OPERATIONS & FULFILLMENT	P0522-0011/156	3/3/2000	75/934,899	5/8/2001	2,449,039	16,42	Prism Business Media Inc.	Registered
UNITED STATES	PAPER FILM FOIL CONVERTER	P0522-0011/158	2/17/2000	75/921,940	3/26/2002	2,554,251	16,42	Prism Business Media Inc.	Registered
UNITED STATES	PAPER, FILM & FOIL CONVERTER	P0522-0011/233	4/20/1989	73/794,598	12/19/1989	1,571,872	16	Prism Business Media Inc.	Registered
UNITED STATES	PASSPORT	P0522-0011/136	4/2/2001	76/236,587	12/4/2001	2,515,260	16	Prism Business Media Inc./Drugabuse Pharmaceuticals Inc.	Registered
UNITED STATES	PCIM	P0522-0011/329	2/6/1989	73/779,021	1/2/1990	1,574,862	16,41	Prism Business Media Inc.	Registered
UNITED STATES	PCIM POWER ELECTRONIC SYSTEMS		08/18/1998	75/538,854	05/16/2000	2,350,865	16, 41	Prism Business Media Inc.	Registered

COUNTRY	TRADEMARK	REFERENCE	FILED	APPL#	REG. DT.	REG#	CLASSES	RECORD OWNER	STATUS
UNITED STATES	PENSION WORLD		12/19/1985	73/754,280	07/08/1986	1,400,316	16	Prism Business Media Inc.	Registered
UNITED STATES	PERSONAL STUDIO BUYER'S GUIDE	P0522-0011/163	1/21/2000	75/900,746	5/21/2002	2,572,284	16	Prism Business Media Inc.	Registered
UNITED STATES	POWER CONVERSION INTELLIGENT MOTION	P0522-0011/331	8/15/1985	73/553,545	1/27/1987	1,427,025	16	Prism Business Media Inc.	Registered
UNITED STATES	POWER ELECTRONICS TECHNOLOGY	P0522-0011/50	7/16/2001	76/285,702	12/3/2002	2,657,368	16,42	Prism Business Media Inc.	Registered
UNITED STATES	POWERCONVERSION	P0522-0011/333	6/11/1979	73/219,188	12/23/1980	1,144,162	16	Prism Business Media Inc.	Registered
UNITED STATES	POWERSPORT VEHICLE BLUE BOOK	P0522-0011/206	2/5/1998	75/429,328	2/15/2000	2,319,923	16	Prism Business Media Inc.	Registered
UNITED STATES	POWERSYSTEMS WORLD	P0522-0011/3	6/5/1995	74/684,489	5/12/1998	2,157,139	41	Prism Business Media Inc.	Registered
UNITED STATES	PRO AWARDS	P0522-0009	1/27/2005	78/555,161	1/24/2006	3,050,669	41	Prism Business Media Inc.	Registered
UNITED STATES	PRODIGAL	P0522-0011/169	11/5/1999	75/841,810	9/4/2001	2,486,076	16	Prism Business Media Inc.	Registered
UNITED STATES	PROMO		11/06/2006	77/037,704			16, 35, 41	Prism Business Media Inc.	Pending
UNITED STATES	PROMO	P0522-0011/79	10/1/1997	75/366,590	3/30/1999	2,236,281	16,35	Prism Business Media Inc.	Registered
UNITED STATES	PROMO EXPO	P0522-0011/77	10/1/1997	75/366,593	8/10/1999	2,268,280	35	Prism Business Media Inc.	Registered
UNITED STATES	PROMO SOURCEBOOK		11/06/2006	77/037,807			16, 35	Prism Business Media Inc.	Pending

COUNTRY	TRADEMARK	REFERENCE	FILED	APPL#	REG. DT.	REG#	CLASSES	RECORD OWNER	STATUS
UNITED STATES	PROMOXTRAI	P0522-0011/81	10/1/1997	75/366,544	7/20/1999	2,262,181	16	Prism Business Media Inc.	Registered
UNITED STATES	QUICKACCESS	P0522-0011/172	9/21/1999	75/804,603	8/28/2001	2,483,953	09	Prism Business Media Inc.	Registered
UNITED STATES	RADIO THE RADIO TECHNOLOGY LEADER and Design	P0522-0011/38	5/15/2002	76/408,422	12/30/2003	2,799,770	16,41	Prism Business Media Inc.	Registered
UNITED STATES	RECREATIONAL VEHICLE BLUE BOOK	P0522-0011/128	5/14/1981	73/310,366	10/12/1982	1,212,395	16	Prism Business Media Inc.	Registered
UNITED STATES	RECYCLING TIMES	P0522-0011/155	3/3/2000	75/934,914	2/6/2001	2,426,978	16	Prism Business Media Inc.	Registered
UNITED STATES	RED BOOK OFFICIAL USED CAR VALUATIONS	P0522-0011/132	6/7/1962	72/146,406	2/11/1964	764,854	16	Prism Business Media Inc.	Registered
UNITED STATES	REEL SCHOOL		12/22/1997	75/413,497	06/13/2000	2,358,208	28	Gerry Kirkpatrick/Prism Business Media Inc.	Registered
UNITED STATES	REFRIGERATED TRANSPORTER	P0522-0011/90	12/12/1996	75/211,937	7/21/1998	2,174,426	16	Prism Business Media Inc.	Registered
UNITED STATES	REGISTERED REPRESENTATIVE	P0522-0011/245	12/3/1987	73/698,777	7/26/1988	1,497,701	16	Prism Business Media Inc.	Registered
UNITED STATES	REGISTEREDD REP.	P0522-0011/44	12/17/2001	76/349,122	4/15/2003	2,706,463	16	Prism Business Media Inc.	Registered
UNITED STATES	REMIX	P0522-0008	8/4/2005	78/685,665			16	Prism Business Media Inc.	Pending
UNITED STATES	REMIX	P0522-0011/139	11/10/2000	76/163,385	3/5/2002	2,545,440	16	Prism Business Media Inc./Cardinal Business Media Inc.	Registered
UNITED STATES	REMIX HOTEL	P0522-0007	8/4/2005	78/685,767			41	Prism Business	Pending

COUNTRY	TRADEMARK	REFERENCE	FILED	APPL#	REG. DT.	REG#	CLASSES	RECORD OWNER	STATUS
UNITED STATES	RENTAL RATE BLUE BOOK	P0522-0011/307	8/31/1972	72/434,376	3/5/1974	979,977	16	Media Inc. Primedia Information Inc./Prism Business Media Inc.	Registered
UNITED STATES	RER	P0522-0011/184	4/28/1997	75/282,215	9/1/1998	2,185,611	16,42	Prism Business Media Inc.	Registered
UNITED STATES	RETAIL TRAFFIC	P0522-0011/33	6/2/2003	78/256,795	8/3/2004	2,870,736	16,41	Prism Business Media Inc.	Registered
UNITED STATES	RETECH	P0522-0011/164	1/21/2000	75/899,751	11/5/2002	2,647,431	16	Prism Business Media Inc.	Registered
UNITED STATES	RF DESIGN	P0522-0011/248	9/28/1987	73/686,522	12/27/1988	1,517,932	16	Cardiff Trademark Company/A-Mark, Inc./Prism Business Media Inc.	Registered
UNITED STATES	RF DESIGN and Design	P0522-0011/121	9/28/1987	73/686,523	9/20/1988	1,505,427	16	Prism Business Media Inc.	Registered
UNITED STATES	ROCK PRODUCTS	P0522-0011/234	4/20/1989	73/794,514	12/19/1989	1,571,871	16	Prism Business Media Inc.	Registered
UNITED STATES	SATCOM.ISP	P0522-0011/147	5/1/2000	76/037,743	2/19/2002	2,539,426	16,42	Prism Business Media Inc.	Registered
UNITED STATES	SATELLITE BROADBAND	P0522-0011/146	5/31/2000	76/059,482	12/18/2001	2,521,406	16,42	* Primedia Business Magazines & Media Inc.	Registered
UNITED STATES	SEARCHLINE	P0522-0006	1/19/2005	78/650,005	9/5/2006	3,138,033	09	Prism Business Media Inc.	Registered
UNITED STATES	SECURITY SOLUTIONS ONLINE	P0522-0011/215	11/12/1997	75/388,264	2/20/2001	2,429,056	42	Prism Business Media Inc.	Registered

COUNTRY	TRADEMARK	REFERENCE	FILED	APPL#	REG. DT.	REG#	CLASSES	RECORD OWNER	STATUS
UNITED STATES	SHOPPING CENTER WORLD		12/19/1985	73/574,284	07/22/1986	1,402,132	16	Prism Business Media Inc.	Registered
UNITED STATES	SN (stylized)		06/29/1992	74/289436	11/30/1993	1,807,439	16	Prism Business Media Inc.	Registered
UNITED STATES	SOUND & VIDEO CONTRACTOR	P0522-0011/275	12/4/1984	73/511,998	11/5/1985	1,369,629	16	Prism Business Media Inc.	Registered
UNITED STATES	SOUND & VIDEO CONTRACTOR	P0225-0011/104	12/13/1993	74/468,705	2/14/1995	1,878,625	16	Prism Business Media Inc.	Registered
UNITED STATES	SOUND FOR PICTURE	P0522-0011/224	6/7/1995	74/685,569	4/16/1996	1,968,599	16	Prism Business Media Inc.	Registered
UNITED STATES	SOUTHEAST AGRICULTURAL DIGEST		11/10/2006	77/041,115			16	Prism Business Media Inc.	Pending
UNITED STATES	SOUTHEAST COTTON CONFERENCE	P0522-0011/100	7/22/1994	74/552,623	6/13/1995	1,900,240	35	Prism Business Media Inc.	Registered
UNITED STATES	SOUTHEAST COTTON CONFERENCE and Design	P0522-0011/5	9/14/1995	74/729,189	9/17/1996	2,001,271	35	Prism Business Media Inc.	Registered
UNITED STATES	SOUTHEAST FARM PRESS	P0522-0011/283	3/19/1975	73/047,107	6/29/1976	1,042,260	16	Prism Business Media Inc.	Registered
UNITED STATES	SOUTHEAST FARM PRESS	P0522-0011/53	3/6/2001	76/220,824	3/23/2004	2,824,341	42	Prism Business Media Inc.	Registered
UNITED STATES	SOUTHEAST REAL ESTATE NEWS		01/13/1986	73/577,627	08/05/1986	1,404,012	16	Prism Business Media Inc.	Registered
UNITED STATES	SOUTHEAST REAL ESTATE NEWS (Stylized)	P0522-0011/262	1/13/1986	73/577,628	3/31/1987	1,435,106	16	Prism Business Media Inc.	Registered
UNITED STATES	SOUTHWEST CROPS PRODUCTION CONFERENCE	P0522-0011/51	6/27/2001	76/277,367	12/31/2002	2,670,575	35	Prism Business Media Inc.	Registered

COUNTRY	TRADEMARK	REFERENCE	FILED	APPL#	REG. DT.	REG#	CLASSES	RECORD OWNER	STATUS
UNITED STATES	SOUTHWEST FARM PRESS	P0522-0011/56	3/6/2001	76/220,410	3/23/2004	2,824,340	42	Prism Business Media Inc.	Registered
UNITED STATES	SOUTHWEST FARM PRESS	P0522-0011/284	3/19/1975	73/047,092	6/29/1976	1,042,259	16	Prism Business Media Inc.	Registered
UNITED STATES	SOUTHWEST REAL ESTATE NEWS		02/03/1986	73/580,960	08/26/1986	1,406,728	16	Prism Business Media Inc.	Registered
UNITED STATES	SOUTHWEST REAL ESTATE NEWS (Stylized)	P0522-0011/260	2/3/1986	73/580,964	1/27/1987	1,427,028	16	Prism Business Media Inc.	Registered
UNITED STATES	SOYBEAN DIGEST	P0522-0011/241	3/21/1988	73/717,916	1/17/1989	1,520,859	16	Prism Business Media Inc.	Registered
UNITED STATES	SPA/SAUNA	P0522-0277	1/20/1998	75/420,683	4/27/1999	2,242,253	16	Prism Business Media Inc.	Registered
UNITED STATES	SPECIAL EVENTS	P0522-0011/236	4/19/1989	73/794,263	3/20/1990	1,587,750	16	Prism Business Media Inc.	Registered
UNITED STATES	SPEEDNEWS		11/14/2006	77/043,214			35, 41	Prism Business Media Inc.	Pending
UNITED STATES	SPEEDNEWS	P0522-0450	4/8/2002	76/393,609	2/4/2003	2,683,328	16	Prism Business Media Inc.	Registered
UNITED STATES	SPEEDNEWS	P0522-0451	4/8/2002	76/393,607	3/25/2003	2,700,006	35	Prism Business Media Inc.	Registered
UNITED STATES	STATE OF THE STATES	P0522-0011/308	2/26/2002	76/375,388	2/25/2003	2,690,478	41	Prism Business Media Inc./Primedia Information Inc.	Registered
UNITED STATES	STUDIO PRO		03/15/1999	75/659,951	06/06/2000	2,356,385	41	Prism Business Media Inc.	Registered
UNITED STATES	STUDIOPRO		02/25/1999	75/648,482	06/06/2000	2,356,379	41	Prism Business Media Inc.	Registered

COUNTRY	TRADEMARK	REFERENCE	FILED	APPL#	REG. DT.	REG#	CLASSES	RECORD OWNER	STATUS
UNITED STATES	SUPERMARKET BEVERAGE		11/27/1992	74/334812	10/05/1993	1,797,380	16	Prism Business Media Inc.	Registered
UNITED STATES	SUPERMARKET CANDY		11/27/1992	74/334827	10/05/1993	1,797,381	16	Prism Business Media Inc.	Registered
UNITED STATES	SUPERMARKET NEWS		05/06/1992	71/629238	10/23/1956	636191	16	Prism Business Media Inc.	Registered
UNITED STATES	T & D	P0522-0011.285	4/25/1969	72/325,582	2/3/1970	885,510	09, 16, 28	Prism Business Media Inc.	Registered
UNITED STATES	TELEPHONY	P0522-0011/228	2/10/1994	74/488,676	9/26/1995	1,921,912	16	Prism Business Media Inc.	Registered
UNITED STATES	THE AIR CHARTER GUIDE	P0522-0003	8/10/2005	78/689,877			35,39	Prism Business Media Inc.	Pending
UNITED STATES	THE BRIEFING ROOM		12/07/2006	77/059,161			41	Prism Business Media Inc.	Pending
UNITED STATES	THE DATABASE MARKETER		01/22/1999	75/624,950	05/16/2000	2,351,010	16	Prism Business Media Inc.	Registered
UNITED STATES	THE EDUCATIONAL AUTHORITY FOR PROMOTIONAL APPAREL	P0522011/73	2/17/1998	75/435,684	8/31/1999	2,273,825	16	Prism Business Media Inc.	Registered
UNITED STATES	THE ELECTRONICS SOURCE BOOK	P0522-0011/167	11/5/1999	75/842,010	11/20/2001	2,508,710	42	Prism Business Media Inc.	Registered
UNITED STATES	THE ELECTRONICS SOURCE BOOK ONLINE and Design	P0522-0011/153	3/22/2000	76/007,143	2/26/2002	2,542,331	42	Prism Business Media Inc.	Registered
UNITED STATES	THE INDEPENDENT	P0522-0004	12/16/2004	78/533,966	9/12/2006	3,143,414	16	Prism Business Media Inc.	Registered
UNITED STATES	THE INDEPENDENT VOICE OF ELECTRICAL DISTRIBUTION	P0522-0011/70	10/26/1998	75/577,126	9/28/1999	2,281,726	16	Prism Business Media Inc.	Registered

COUNTRY	TRADEMARK	REFERENCE	FILED	APPL#	REG. DT.	REG#	CLASSES	RECORD OWNER	STATUS
UNITED STATES	THE JOURNAL OF DIGITAL TELEVISION	P0522-0011/175	12/8/1997	75/401,365	11/3/1998	2,202,403	16	Prism Business Media Inc.	Registered
UNITED STATES	THE LAST BID	P0522-0011/30	7/30/2003	78/280,758	7/13/2004	2,862,908	16	Prism Business Media Inc.	Registered
UNITED STATES	THE MIX	P0522-0011/277	4/7/1978	73/165,491	12/16/1980	1,143,328	16	Prism Business Media Inc.	Registered
UNITED STATES	THE OFFICIAL TRACTOR BLUE BOOK	P0522-0011/23	7/29/2004	78/458,578	11/15/2005	3,016,448	16	Prism Business Media Inc.	Registered
UNITED STATES	THE OLDER TRUCK BLUE BOOK	P0522-0011/237	3/3/1989	73/784,405	2/5/1991	1,634,000	16	Prism Business Media Inc.	Registered
UNITED STATES	THE SPECIAL EVENT	P0522-0011/222	4/22/1997	75/279,329	5/25/1999	2,247,038	35	Prism Business Media Inc.	Registered
UNITED STATES	TM TECHNOLOGY MEETINGS		09/22/1999	75/606,403	08/15/2000	2,376,808	16, 42	Prism Business Media Inc.	Registered
UNITED STATES	TRAILER BODY BUILDERS	P0522-0011/91	12/12/1996	75/211,923	7/21/1998	2,174,425	16	Prism Business Media Inc.	Registered
UNITED STATES	TRANSMISSION & DISTRIBUTION	P0522-0011/103	12/13/1993	74/468,741	11/29/1994	1,864,721	16	Prism Business Media Inc.	Registered
UNITED STATES	TRANSPORTATION SECURITY	P0522-0011/37	4/30/2002	76/401,930	7/1/2003	2,733,570	16	Prism Business Media Inc.	Registered
UNITED STATES	TRUCK BLUE BOOK	P0522-0011/272	2/25/1985	73/523,678	9/3/1985	1,358,016	16	Prism Business Media Inc.	Registered
UNITED STATES	TRUCK BLUE BOOK OFFICIAL USED TRUCK VALUATIONS	P0522-0011/286	9/26/1968	72/308,306	7/22/1969	873,461	16	Prism Business Media Inc.	Registered
UNITED STATES	TRUCK IDENTIFICATION BOOK		10/18/2006	77/023,644			16	Prism Business Media Inc.	Pending

COUNTRY	TRADEMARK	REFERENCE	FILED	APPL#	REG. DT.	REG#	CLASSES	RECORD OWNER	STATUS
UNITED STATES	TRUCK IDENTIFICATION BOOK	P0522-0011/281	2/20/1976	73/077,910	11/2/1976	1,052,169	16	Prism Business Media Inc.	Registered
UNITED STATES	TRUCKER.COM (Stylized)	P0522-0011/63	9/28/2000	76/136,889	8/19/2003	2,751,693	35,42	Prism Business Media Inc.	Registered
UNITED STATES	TRUSTS & ESTATES	P0522-0011/140	11/8/2000	76/161,910	1/1/2002	2,524,774	16	Prism Business Media Inc.	Registered
UNITED STATES	TRUSTS & ESTATES (Stylized)	P0522-0011/130	12/14/1979	73/242,927	6/8/1982	1,197,227	16	Prism Business Media Inc.	Registered
UNITED STATES	USERS CHOICE AWARDS	P0522-0011/60	10/13/2000	76/146,292	5/6/2003	2,712,566	41	Prism Business Media Inc.	Registered
UNITED STATES	UTECH	P0522-0011/214	11/19/1997	75/392,501	6/26/2001	2,464,121	35,41	Prism Business Media Inc.	Registered
UNITED STATES	UTILITY TECHNOLOGY EXPOSITION AND CONFERENCE		11/08/1999	75/843,481	07/18/2000	2,369,616	35, 41	Prism Business Media Inc.	Registered
UNITED STATES	VIDEO SYSTEMS	P0522-0011/181	3/4/1999	75/653,936	12/28/1999	2,305,009	16,41,42	Prism Business Media Inc.	Registered
UNITED STATES	VIDEO SYSTEMS and Design	P0522-0011/182	3/4/1999	75/653,378	10/10/2000	2,392,880	16,41,42	Prism Business Media Inc.	Registered
UNITED STATES	WARD'S	P0522-0032	4/19/2006	78/864,369			16,35,41, 42	Prism Business Media Inc.	Pending
UNITED STATES	WARD'S	P0522-0011/302	5/10/1950	71/597,244	5/8/1951	542,113	16	Prism Business Media Inc.	Registered
UNITED STATES	WARD'S AUTO WORLD		12/05/2006	77/057,024			16, 35, 41	Prism Business Media	Pending
UNITED STATES	WARD'S AUTOMOTIVE INTERNATIONAL	P0522-0011/257	10/20/1986	73/626,062	6/9/1987	1,442,079	16	Prism Business Media Inc.	Registered

COUNTRY	TRADEMARK	REFERENCE	FILED	APPL#	REG. DT.	REG#	CLASSES	RECORD OWNER	STATUS
UNITED STATES	WARD'S AUTOMOTIVE REPORTS (Stylized)	P0522-0011/301	5/10/1950	71/597,245	5/8/1951	542,114	16	Prism Business Media Inc.	Registered
UNITED STATES	WARD'S AUTOMOTIVE YEARBOOK	P0522-0011/255	3/18/1987	73/651,399	10/20/1987	1,461,884	16	Prism Business Media Inc.	Registered
UNITED STATES	WARD'S AUTOWORLD (Stylized)	P0522-0011/300	3/10/1969	72/321,267	8/11/1970	896,525	16	[Prism Business Media Inc.]	Registered
UNITED STATES	WARD'S DEALER BUSINESS	P0522-0011/295	9/3/1996	75/159,299	4/14/1998	2,150,243	16	Prism Business Media Inc.	Registered
UNITED STATES	WARD'S ENGINE AND VEHICLE TECHNOLOGY UPDATE	P0522-0011/297	10/14/1994	74/585,717	8/27/1996	1,996,456	16	Prism Business Media Inc.	Registered
UNITED STATES	WASTE AGE	P0522-0011/157	3/3/2000	75/934,898	2/6/2001	2,426,977	16	Prism Business Media Inc.	Registered
UNITED STATES	WASTE EXPO	P0522-0011/105	10/22/1993	74/449,483	12/27/1994	1,869,900	35	Prism Business Media Inc.	Registered
UNITED STATES	WEALTH MANAGEMENT LETTER	P0522-0011/43	1/8/2002	76/356,252	2/11/2003	2,687,626	42	Prism Business Media Inc.	Registered
UNITED STATES	WESTERN FARM PRESS	P0522-0011/55	3/6/2001	76/220,735	7/29/2003	2,741,018	16,42	Prism Business Media Inc.	Registered
UNITED STATES	WILDFIRE	P0522-0011/36	9/16/2002	78/164,351	12/23/2003	2,799,535	16	Prism Business Media Inc.	Registered
UNITED STATES	WIRELESS REVIEW	P0522-0011/82	7/9/1997	75/321,510	2/9/1999	2,223,377	16	Prism Business Media Inc.	Registered

Penton Media, Inc.

United States Trademarks

COUNTRY	TRADEMARK	FILED	APPL#	REG. DT.	REG#	CLASSES	RECORD OWNER	STATUS
UNITED STATES	33 METAL PRODUCING	March 2, 1977	73117743	January 3, 1978	1081012	INT. CL. 16.	Penton Media, Inc.	Registered
UNITED STATES	AIR TRANSPORT WORLD	April 10, 1970	72356530	May 23, 1972	0934481	INT. CL. 16.	Penton Media, Inc.	Registered
UNITED STATES	AMERICAN MACHINIST	November 8, 1993	74455365	April 18, 1995	1889842	INT. CL. 16.	Penton Media, Inc.	Registered
UNITED STATES	B2BSHOWPLACE.COM	April 13, 2000	76025376	November 27, 2001	2511952	INT. CL. 35.	Penton Media, Inc.	Registered
UNITED STATES	B2BSHOWPLACE.COM	April 13, 2000	76024886	December 11, 2001	2516663	INT. CL. 35.	Penton Media, Inc.	Registered
UNITED STATES	BIACH INFORMATION ARTS	20-Oct-97	75375560	6/1/1999	2250500	INT. CL. 35	Blach Industries, Inc./Internet World Media, Inc.	Registered
UNITED STATES	BUSINESS FINANCE	June 26, 1998	75509329	May 4, 1999	2244072	INT. CL. 16.	Duke Investments, Inc.	Registered
UNITED STATES	CLO CHIEF LOGISTICS OFFICER	December 13, 1999	75869793	April 9, 2002	2560549	INT. CL. 16.	Penton Media, Inc.	Registered
UNITED STATES	COMPUTER-AIDED ENGINEERING	22-Feb-88	73712316	13-Sep-88	1503901	INT. CL. 16	Penton Media, Inc.	Registered
UNITED STATES	CONNECTED HOME	April 9, 2003	76505131	June 29, 2004	2859082	INT. CL. 16.	Penton Media, Inc.	Registered
UNITED STATES	CONTRACTING BUSINESS	October 8, 1981	73331612	May 31, 1983	1240252	INT. CL. 16.	Penton Media, Inc.	Registered
UNITED STATES	CONVENIENCE RETAILING	15-Apr-99	75683445	4-Jul-00	2365464	INT. CL. 16.	Penton Media, Inc.	Registered
UNITED STATES	DELICIOUS LIVING	July 14, 2000	76091332	September 3, 2002	2615850	INT. CL. 16.	Penton Media, Inc.	Registered
UNITED STATES	DELICIOUS!	October 7, 1985	73562089	August 19, 1986	1405788	INT. CL. 16.	Penton Media, Inc.	Registered
UNITED STATES	DESIGN MART	May 8, 1995	74671257	August 20, 1996	1994967	INT. CL. 16.	Penton Media, Inc.	Registered

COUNTRY	TRADEMARK	FILED	APPL#	REG. DT.	REG#	CLASSES	RECORD OWNER	STATUS
UNITED STATES	Design Only	August 28, 1998	75545938	November 14, 2000	2403244	INT. CL. 35.	Penton Media, Inc.	Registered
UNITED STATES	EE PRODUCT NEWS	September 15, 1994	74574052	April 9, 1996	1966305	INT. CL. 16.	Penton Media, Inc.	Registered
UNITED STATES	ELECTRONIC DESIGN	September 25, 1958	72059539	August 4, 1959	0682917	INT. CL. 16.	Penton Media, Inc.	Registered
UNITED STATES	ENERGY & ENVIRONMENTAL MANAGEMENT	August 22, 2001	76302886	April 30, 2002	2565316	INT. CL. 16.	Penton Media, Inc.	Registered
UNITED STATES	FORGING	June 20, 1997	75312209	April 14, 1998	2151017	INT. CL. 16.	Penton Media, Inc.	Registered
UNITED STATES	FOUNDRY MANAGEMENT & TECHNOLOGY	January 25, 1982	73346955	October 12, 1982	1212435	INT. CL. 16.	Penton Media, Inc.	Registered
UNITED STATES	GASES AND WELDING DISTRIBUTOR	March 4, 1994	74496894	December 19, 1995	1942080	INT. CL. 16.	Penton Media, Inc.	Registered
UNITED STATES	GOVERNMENT PROCUREMENT	April 8, 1993	74376820	November 23, 1993	1806883	INT. CL. 16.	Penton Media, Inc.	Registered
UNITED STATES	GOVERNMENT PRODUCT NEWS	January 15, 1981	73293148	March 30, 1982	1192778	INT. CL. 16.	Penton Media, Inc.	Registered
UNITED STATES	HEATHWELL.COM	8-Dec-98	75601766	5/23/2000	2351477	INT. CL. 42.	Penton Media, Inc.	Registered
UNITED STATES	HPAC	February 22, 1995	74637236	July 22, 1997	2081987	INT. CL. 16.	Penton Media, Inc.	Registered
UNITED STATES	HPAC INFO-DEX	August 25, 1972	72433794	November 27, 1973	0974004	INT. CL. 16.	Penton Media, Inc.	Registered
UNITED STATES	HVAC COMFORTECH	January 18, 1996	75047721	July 1, 1997	2075212	INT. CL. 35.	Penton Media, Inc.	Registered
UNITED STATES	HYDRAULICS & PNEUMATICS	August 9, 1960	72102320	May 23, 1961	0715803	INT. CL. 16.	Penton Media, Inc.	Registered
UNITED STATES	INDUSTRY WEEK	June 13, 1969	72330006	April 6, 1971	0910909	INT. CL. 16.	Penton Media, Inc.	Registered
UNITED STATES	INSIDE E.D.A PENTON PUBLICATION	November 1, 1999	75836890	May 1, 2001	2447603	INT. CL. 16.	Penton Media, Inc.	Registered
UNITED STATES	INTERNET WORLD	April 10, 1997	75274653	November 27, 2001	2511321	INT. CL. 9.	Internet World Media, Inc.	Registered
UNITED STATES	INTERNET WORLD	May 21, 1997	75295882	June 17, 2003	2726130	INT. CL. 9, 16, 35, 41, 42	Internet World Media, Inc.	Registered
UNITED STATES	INTERNET WORLD	October 30, 1995	75012252	November 27, 2001	2511310	INT. CL. 42.	Internet World Media, Inc.	Registered

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COUNTRY	TRADEMARK	FILED	APPL#	REG. DT.	REG#	CLASSES	RECORD OWNER	STATUS
UNITED STATES	INTERNET WORLD	March 15, 1996	75073281	November 27, 2001	2511313	INT. CL. 42.	Internet World Media, Inc.	Registered
UNITED STATES	INTERNET WORLD	24-May-95	74681194	3/11/2003	2694283	INT. CLASSES 16, 25, 35.	Internet World Media, Inc.	Registered
UNITED STATES	ISP BUYER'S GUIDE	July 17, 2000	76090246	December 18, 2001	2521413	INT. CL. 16.	Internet World Media, Inc.	Registered
UNITED STATES	IW	January 4, 1995	74617955	September 15, 1998	2189550	INT. CL. 35.	Penton Media, Inc.	Registered
UNITED STATES	IW	January 4, 1995	74617954	April 28, 1998	2153993	INT. CL. 16.	Penton Media, Inc.	Registered
UNITED STATES	KOSHER WORLD	August 20, 2003	76538806	September 21, 2004	2886016	INT. CL. 35.	Penton Media, Inc.	Registered
UNITED STATES	LEVERAGING ERP CONFERENCE	September 7, 1999	75793684	April 10, 2001	2443565	INT. CL. 35.	Penton Media, Inc.	Registered
UNITED STATES	LODGING HOSPITALITY	April 8, 1980	73257295	February 21, 1984	1267904	INT. CL. 16.	Penton Media, Inc.	Registered
UNITED STATES	MACHINE DESIGN	October 1, 1947	71536440	April 5, 1949	0508189	INT. CL. 16.	Penton Media, Inc.	Registered
UNITED STATES	MATERIAL HANDLING MANAGEMENT	August 4, 1999	75767461	October 30, 2001	2503237	INT. CL. 16.	Penton Media, Inc.	Registered
UNITED STATES	MATERIAL HANDLING MANAGEMENT	27-Mar-95	74652248	18-Jun-96	1981798	INT. CL. 16	Penton Media, Inc.	Registered
UNITED STATES	MDCYBERCAD.COM	April 14, 2000	76025098	February 6, 2001	2427152	INT. CL. 35.	Penton Media, Inc.	Registered
UNITED STATES	MDN	August 17, 2001	76300517	December 17, 2002	2862305	INT. CL. 16.	Penton Media, Inc.	Registered
UNITED STATES	MEDICAL DESIGN NEWS	July 18, 2000	76090426	March 22, 2005	2935582	INT. CL. 16.	Penton Media, Inc.	Registered
UNITED STATES	MICROWAVES & RF	December 20, 1982	73406541	March 27, 1984	1271773	INT. CL. 16.	Penton Media, Inc.	Registered
UNITED STATES	MSD	February 7, 2001	76205854	July 2, 2002	2587909	INT. CL. 16.	Penton Media, Inc.	Registered
UNITED STATES	NETRONICS	April 25, 2000	76033897	June 10, 2003	2724849	INT. CL. 16.	Penton Media, Inc.	Registered
UNITED STATES	NEW EQUIPMENT DIGEST	October 1, 1947	71536356	May 3, 1949	0509334	INT. CL. 16.	Penton Media, Inc.	Registered
UNITED STATES	NEW EQUIPMENT DIGEST	January 24, 1950	71591362	February 27, 1951	0538706	INT. CL. 16.	Penton Media, Inc.	Registered

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COUNTRY	TRADEMARK	FILED	APPL#	REG. DT.	REG#	CLASSES	RECORD OWNER	STATUS
UNITED STATES	NEWSLINK	August 31, 1987	73681627	October 11, 1988	1508631	INT. CL. 42.	Duke Communications International, Inc.	Registered
UNITED STATES	OCCUPATIONAL HAZARDS	January 30, 1946	71495688	November 8, 1949	0517322	INT. CL. 16.	Penton Media, Inc.	Registered
UNITED STATES	OCCUPATIONAL HAZARDS	September 3, 1947	71533195	May 17, 1949	0509858	INT. CL. 16.	Penton Media, Inc.	Registered
UNITED STATES	PENTON	August 28, 1998	75545937	April 3, 2001	2439849	INT. CL. 35.	Penton Media, Inc.	Registered
UNITED STATES	PENTON MEDIA	June 18, 1998	75504641	January 16, 2001	2421818	INT. CL. 35.	Penton Media, Inc.	Registered
UNITED STATES	PENTON'S DESIGNING	October 25, 2000	76153208	January 21, 2003	2676328	INT. CL. 16.	Penton Media, Inc.	Registered
UNITED STATES	PENTON'S EMBEDDED SYSTEMS DEVELOPMENT	January 12, 1998	75416428	August 29, 2000	2381753	INT. CL. 16.	Penton Media, Inc.	Registered
UNITED STATES	PORTABLE BY DESIGN CONFERENCE & EXHIBITION	December 22, 1998	75610599	October 17, 2000	2394852	INT. CL. 35.	Penton Media, Inc.	Registered
UNITED STATES	PT DESIGN	5-Dec-97	75400571	16-May-00	2350610	INT. CL. 16	Penton Media, Inc.	Registered
UNITED STATES	QUALITY HOME COMFORT AWARDS	August 5, 1999	75768338	April 24, 2001	2445745	INT. CL. 41.	Penton Media, Inc.	Registered
UNITED STATES	RESTAURANT HOSPITALITY	April 8, 1980	73257266	September 15, 1981	1169251	INT. CL. 16.	Penton Media, Inc.	Registered
UNITED STATES	SUPPLY CHAIN EXPO	November 5, 1998	75583287	October 9, 2001	2497256	INT. CL. 35.	Penton Media, Inc.	Registered
UNITED STATES	SUPPLY CHAIN TECHNOLOGY NEWS	March 3, 1999	75653118	July 18, 2000	2369562	INT. CL. 16.	Penton Media, Inc.	Registered
UNITED STATES	TRANSPORTATION & DISTRIBUTION	October 5, 1987	73689901	April 11, 1989	1534881	INT. CL. 16.	Penton Media, Inc.	Registered
UNITED STATES	TRANSPORTATION & DISTRIBUTION	May 8, 1995	74671220	September 24, 1996	2002508	INT. CL. 16.	Penton Media, Inc.	Registered
UNITED STATES	UED	August 24, 1971	72401057	January 22, 1974	0977322	INT. CL. 16.	Penton Media, Inc.	Registered

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COUNTRY	TRADEMARK	FILED	APPL#	REG. DT.	REG#	CLASSES	RECORD OWNER	STATUS
UNITED STATES	USED EQUIPMENT DIRECTORY	January 23, 1970	72349519	February 22, 1972	0929589	INT. CL. 16.	Penton Media, Inc./Reinhold Publishing Corporation/Reinhold Publishing Company, Inc.	Registered
UNITED STATES	WELDING DESIGN & FABRICATION	July 13, 1959	72077543	May 24, 1960	0698178	INT. CL. 16.	Penton Media, Inc.	Registered
UNITED STATES	WIRELESS SYMPOSIUM PORTABLE BY DESIGN	December 23, 1998	75611398	May 22, 2001	2452381	INT. CL. 35.	Penton Media, Inc.	Registered
UNITED STATES	WIRELESS SYSTEMS DESIGN	August 19, 1993	74426188	September 3, 1996	1998635	INT. CL. 16.	Penton Media, Inc.	Registered

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