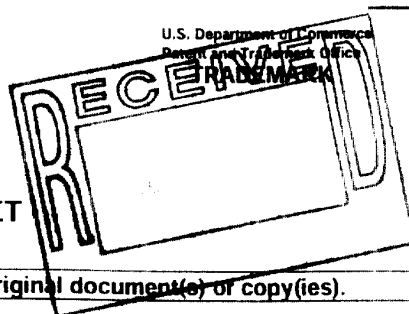


07-08-1998



100756163

U.S. Department of Commerce
Patent and Trademark Office



MRD 7-1-98

RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

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Conveyance Type

- ☒ Assignment ☐ License
- ☐ Security Agreement ☐ Nunc Pro Tunc Assignment
- ☐ Merger
- ☐ Change of Name
- ☐ Other
- Effective Date
Month Day Year
 5 29 98

Conveying Party

☐ Mark if additional names of conveying parties attached

Name VINCENT P. TESTA AND MARIA TESTA

Execution Date
Month Day Year
5/29/98

Formerly

- ☒ Individuals ☐ General Partnership ☐ Limited Partnership ☐ Corporation ☐ Association
- ☐ Other
- ☐ Citizenship/State of Incorporation/Organization

Receiving Party

☐ Mark if additional names of receiving parties attached

Name ADVANSTAR COMMUNICATIONS INC

DBA/AKA/TA

Composed of

Address (line 1) 131 WEST SUPERIOR STREET

Address (line 2)

Address (line 3)

DULUTH

MN

55802

City

State/Country

Zip Code

- ☐ Individual ☐ General Partnership ☐ Limited Partnership ☐ If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)
- ☒ Corporation ☐ Association
- ☐ Other

Citizenship/State of Incorporation/Organization

NEW YORK CORPORATION

07/06/1998 SMITH 00000028 1404029

01 FC:481

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Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Correspondent Name and Address

Area Code and Telephone Number (218) 722-0861

Name

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Address (line 1)

700 LONSDALE BUILDING

Address (line 2)

302 W. SUPERIOR STREET

Address (line 3)

DULUTH MN 55802

Address (line 4)

Pages

Enter the total number of pages of the attached conveyance document including any attachments.

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-1-

Trademark Application Number(s) or Registration Number(s)

☐ Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

Registration Number(s)

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|-----------|--|--|
| 1,404,020 | | |
| | | |
| | | |

Number of Properties

Enter the total number of properties involved.

#

-1-

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

\$

40.00

Method of Payment:

Enclosed ☒

Deposit Account ☐

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

#

Authorization to charge additional fees:

Yes ☐

No ☐

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. Charges to deposit account are authorized, as indicated herein.

MARTHA M MARKUSEN

Name of Person Signing

Signature

6/29/98

Date Signed

TRADEMARK ASSIGNMENT

WHEREAS, VINCENT P. TESTA and MARIA TESTA, individuals residing at Glen Cove Road, Old Brookville, NY 11545 (the "Assignors") have adopted and used the trademark "**POST**" (hereinafter referred to as the "Mark"), are the owners of record of the Mark, and have registered the Mark in the United States Patent and Trademark Office as identified on Schedule A; and

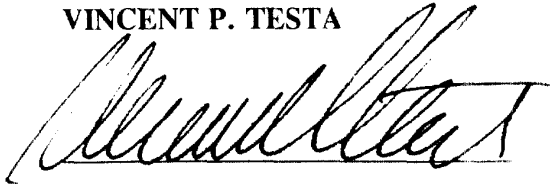
WHEREAS, ADVANSTAR COMMUNICATIONS INC., a New York corporation with an address at 131 West First Street, Duluth, Minnesota 55802 (hereinafter "Assignee"), is desirous of acquiring the Mark.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignors do hereby assign unto Assignee all right, title and interest in and to the Mark and the registration therefor, together with the goodwill of the business in connection with which the Mark is used and which is symbolized by the Mark, along with the right to recover for damages and profits for past infringements thereof.

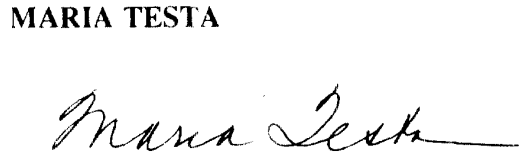
The Commissioner is hereby requested to issue "Certified Status Copies Showing Title" of the Mark in the name of ADVANSTAR COMMUNICATIONS INC.

IN WITNESS WHEREOF, the undersigned have executed this Assignment the 29th day of May, 1998.

VINCENT P. TESTA



MARIA TESTA



SCHEDULE A

Trademark

Registration No.

Registration Date

POST

1,404,020

August 5, 1986

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June 30, 1998

Commissioner for Trademarks
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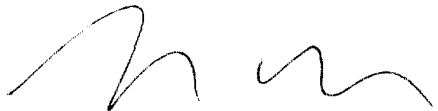
Re: **U.S. Trademark No. 1,404,020**
POST
Our File No.: 10555-500

Enclosed for filing are the following:

1. A Recordation Form Cover Sheet;
2. A copy of the Assignment; and
3. A check in the amount of \$40 in payment of the filing fee.

A return-receipt postcard indicates the elements of this mailing. Please date stamp this card and return it to us for our records.

Sincerely,



Martha M. Markusen

Enclosures

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hereby certify that this correspondence is addressed to the Assistant Commissioner for Trademarks,
2900 Crystal Drive, Arlington, VA 22202-3513 and is being deposited with the United States Postal
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JUNE 30, 1998
(Date of signature)

RECORDED: 07/01/1998

TRADEMARK
REEL: 1749 FRAME: 0071