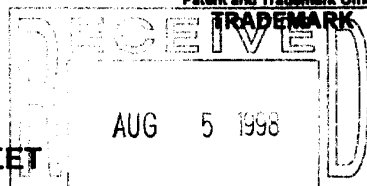


08-07-1998

U.S. Department of Commerce
Patent and Trademark Office



MRD

8-4-98

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RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

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

Submission Type

- ☒ New
- ☐ Resubmission (Non-Recordation)
Document ID #
- ☐ Correction of PTO Error
Reel # Frame #
- ☐ Corrective Document
Reel # Frame #

Conveyance Type

- ☒ Assignment ☐ License
- ☐ Security Agreement ☐ Nunc Pro Tunc Assignment
- ☐ Merger ☐ Change of Name
- ☐ Other
- Effective Date
Month Day Year
1/24/97

Conveying Party

☐ Mark if additional names of conveying parties attached

Execution Date
Month Day Year
1/24/97

Name HAIRCOLOR U.S.A., INC.

Formerly

- ☐ Individual ☐ General Partnership ☐ Limited Partnership ☒ Corporation ☐ Association
- ☐ Other
- ☒ Citizenship/State of Incorporation/Organization FLORIDA CORPORATION

Receiving Party

☐ Mark if additional names of receiving parties attached

Name ADVANSTAR COMMUNICATIONS INC.

DBA/AKA/TA

Composed of

Address (line 1) 7500 OLD OAK BOULEVARD

Address (line 2)

Address (line 3) CLEVELAND

OHIO

44130-3369

☐ Individual ☐ General Partnership ☐ Limited Partnership

☒ Corporation ☐ Association

☐ Other

☒ Citizenship/State of Incorporation/Organization NEW YORK CORPORATION

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.)

08/06/1998 SMITH 00000094 1610020

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Mail documents to be recorded with required cover sheet(s) information to:
Commissioner of Patents and Trademarks, Box 6, Washington, D.C. 20231

Domestic Representative Name and Address

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

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Pages

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

#

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)

1,618,020	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

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<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

Number of Properties

Enter the total number of properties involved.

#

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

\$

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

8/4/98

Date Signed

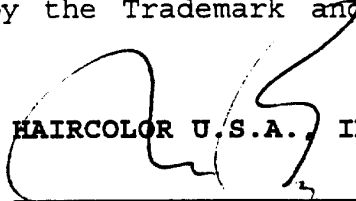
TRADEMARK ASSIGNMENT

WHEREAS, HAIRCOLOR U.S.A., INC., a corporation organized and existing under the laws of the State of Florida and having a principal place of business and mailing address at 99 Seaview Boulevard, Port Washington, New York 11050 ("Assignor"), is the sole and exclusive owner of all right, title and interest in and to the trademark HAIRCOLOR U.S.A ("Trademark") and to United States Trademark Registration No. 1,618,020 issued October 16, 1990, for the mark HAIRCOLOR U.S.A. ("Trademark Registration") which registration is in full force and effect; and

WHEREAS, ADVANSTAR COMMUNICATIONS, INC., a corporation organized and existing under the laws of the State of New York, ("Assignee"), has acquired the entire right, title and interest in and to certain assets and properties of Assignor, including the Trademark, pursuant to an Asset Purchase Agreement by and among Assignor, Assignee, Leland Hirsch and Jesse L. Briggs dated the 24th day of January, 1997, ("The Purchase Agreement"); and

WHEREAS, pursuant to the Purchase Agreement the Assignor has agreed to execute such additional documentation as may be reasonably necessary and desirable to confirm the acquisition of certain assets by the Assignee.

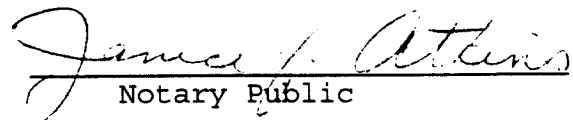
NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns, transfers and conveys to Assignee the entire right, title and interest in and to the above-identified Trademark and Trademark Registration, together with all goodwill of the business arising from the use of and symbolized by the Trademark and Trademark Registration.


HAIRCOLOR U.S.A., INC.

JESSE L. BRIGGS, President

STATE OF FLORIDA)
COUNTY OF Broward) ss.:

On the day of January, 1997, before me personally came JESSE BRIGGS to me known, who by me duly sworn, did depose and say that he is the President of HAIRCOLOR U.S.A., INC., the Corporation described in, and which executed the foregoing, and that he signed his name by like order.


Notary Public



civil\artec\haircolor\trademark.asm