

02-12-1999



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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

Effective Date  
Month Day Year

☐ Change of Name

☐ Other

Conveying Party

☐ Mark if additional names of conveying parties attached

Execution Date  
Month Day Year

Name

Formerly

☐ Individual ☐ General Partnership ☐ Limited Partnership ☒ Corporation ☐ Association

☐ Other

☒ Citizenship/State of Incorporation/Organization

Receiving Party

☐ Mark if additional names of receiving parties attached

Name

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)

☐ Individual ☐ General Partnership ☐ Limited Partnership

☒ Corporation ☐ Association

☐ Other

☒ Citizenship/State of Incorporation/Organization

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.)

FOR OFFICE USE ONLY

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Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

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

REEL: 1853 FRAME: 0659

**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)**

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

**Registration Number(s)**

<input type="text" value="1750144"/>	<input type="text"/>	<input type="text"/>
<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.*

BRIAN L. PETREQUIN, ESQ.

Name of Person Signing

Signature

Date Signed

# AMENDMENT OF TRADEMARK ASSIGNMENT

This Amendment of Trademark Assignment (the "Amendment") is executed this <sup>4th</sup>~~30~~ day of <sup>FEBRUARY</sup>~~JANUARY~~ 1999 by and between Advanstar Communications Inc., a New York corporation (the "Assignor") and Stagnito Publishing Company, an Illinois corporation (the Assignee").

WHEREAS, Assignor sold, assigned, and transferred its entire right, title and interest in all of its trademarks, trade names, service marks, logos, and registrations that related to the publication known as Beverage Industry and other products or services related thereto, together with the goodwill of the business symbolized thereby, by execution of a certain Trademark Assignment (the "Assignment") on December 30, 1992 in connection with a certain Asset Purchase Agreement (the "Agreement") of even date therewith;

WHEREAS, the Assignment fails to specifically mention the principal register registration of Beverage Industry, being registration number 1,750,144, which was intended to be sold, assigned, and transferred;

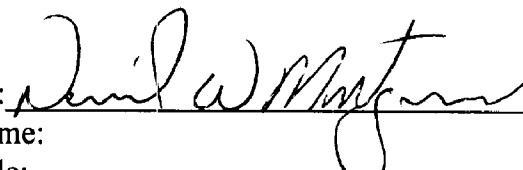
WHEREAS, the Assignment may not be recorded with the United States Patent and Trademark Office in connection with the above-mentioned trademark until it is clear the trademark was assigned; and

WHEREAS, Assignor has agreed to provide Assignee with further assurances, as defined in Section 15 of the Agreement, by taking such actions as the Assignee may reasonably request from time-to-time to perfect Assignee's title and enable Assignee to enjoy any benefits of the Agreement.

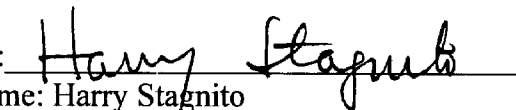
NOW, THEREFORE, in consideration of the premises, the mutual promises contained herein, and other good and valuable consideration hereby accepted and acknowledged, it is on this <sup>4th</sup>~~30~~ day of <sup>FEBRUARY</sup>~~JANUARY~~ 1999 agreed that the Assignment is hereby amended to include Beverage Industry principal registration number 1,750,144, which was intended to be conveyed therein, and the Assignment, as amended, is hereby reaffirmed in its entirety.

IN WITNESS WHEREOF, the parties hereto have caused this Amendment to be executed the day and year first above written.

ADVANSTAR COMMUNICATIONS INC.

By:   
Name:  
Title:

STAGNITO PUBLISHING COMPANY

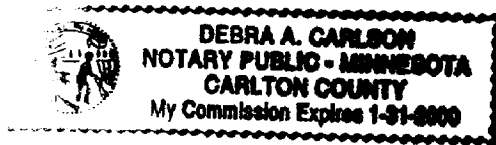
By:   
Name: Harry Stagnito  
Title: President

ACKNOWLEDGMENT

STATE OF MINNESOTA )  
 )  
COUNTY OF ST. LOUIS ) SS:

The foregoing instrument was acknowledged before me this 4<sup>th</sup> day of ~~January~~ <sup>FEBRUARY</sup> 1999 by

DAVID W. MONTGOMERY who is V.P., CFO & SECRETARY of Advanstar Communications, Inc., a New York corporation, on behalf of the corporation.



Debra A. Carlson  
Notary Public

ACKNOWLEDGMENT

STATE OF )  
 )  
COUNTY ) SS:

The foregoing instrument was acknowledged before me this 26 day of January 1999 by

Harry Stagnito, who is President of Stagnito Publishing Company, an Illinois corporation, on behalf of the corporation.

Cynthia Ruben  
~~Notary Public~~  
Witness