

02-17-1999

U.S. Department of Commerce
Patent and Trademark Office
TRADEMARK

100966449

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☐ OtherEffective Date
Month Day Year
12 12 96

Conveying Party

☐ Mark if additional names of conveying parties attached

Name LONG BEACH HAIRDRESSER'S, INC.

Execution Date
Month Day Year
12 12 96

Formerly

☐ Individual ☐ General Partnership ☐ Limited Partnership ☒ Corporation ☐ Association☐ Other☐ Citizenship/State of Incorporation/Organization CALIFORNIA

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

City

OHIO

State/Country

44130

Zip Code

☐ Individual ☐ General Partnership ☐ Limited Partnership☒ Corporation ☐ Association☐ Other☐ Citizenship/State of Incorporation/Organization NY

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.)

02/17/1999 DC0ATES 00000003 1763217

FOR OFFICE USE ONLY

01 FC:481
02 FC:48240.00 OP
125.00 OP

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

TRADEMARK

REEL: 1854 FRAME: 0668

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

(218) 722-0861

Name

MARTHA M. MARKUSEN

Address (line 1)

302 W SUPERIOR ST

Address (line 2)

700 LONSDALE BUILDING

Address (line 3)

DULUTH MN 55802

Address (line 4)

Pages

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

#

3

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)

1763217 1389382

1763216 1337123

1763218 13362332

Number of Properties

Enter the total number of properties involved.

#

SIX

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

\$

165.00

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

Date Signed

ASSIGNMENT OF TRADEMARK

WHEREAS, **Long Beach Hairdressers, Inc.**, a corporation organized and existing under the laws of the state of California and having a post office address and place of business at 5862 Bolsa Avenue, Suite 108, Huntington Beach, CA 92649 (hereinafter referred to as "Assignor") is the owner of the entire right, title and interest in and to the trademarks and goodwill related thereto and registration of the marks listed on Schedule A hereto (hereinafter collectively referred to as the "Marks"); and

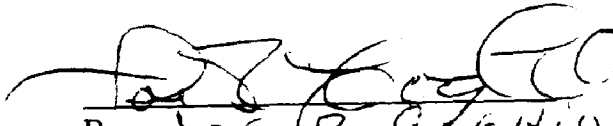
WHEREAS, **Advanstar Communications Inc.**, a corporation organized and existing under the laws of the state of New York and having a post office address and place of business at 7500 Old Oak Blvd., Cleveland, OH 44130 (hereinafter referred to as "Assignee") is desirous of acquiring the entire right, title and interest in and to the Marks and the business and goodwill of the business in connection with which the aforesaid Marks have been used; and

WHEREAS, Assignor has agreed to execute such additional instruments as may be necessary or desirable to confirm such acquisition by Assignee;

NOW THEREFORE, in consideration of the foregoing, as well as other good and valuable consideration, the receipt and sufficiency of which is hereby mutually acknowledged, Assignor hereby sells, assigns, transfers and sets over to Assignee, its successors, legal representatives and assigns, the entire right, title, and interest of Assignor in and to said Marks, together with the business and goodwill of the business in connection with which the aforesaid Marks have been used, and all claims, if any, which may have arisen thereunder prior to the date of this instrument.

IN WITNESS WHEREOF, Assignor has caused this instrument to be executed, by its
duly authorized corporate officer all effective this 12 day of December, 1996.

LONG BEACH HAIRDRESSERS, INC.


By: JOE R. COHEN
Title: PRESIDENT

Schedule A

<u>Marks</u>	<u>Registration number</u>	<u>Registration Date</u>
LBH	U.S. 1,763,217	4/6/93
Stadium Logo	U.S. 1,763,216	4/6/93
LBH & Stadium Logo	U.S. 1,763,218	4/6/93
Skin Care & Make Up Congress	California 25902	2/21/86
Long Beach Hairdresser's Guild Inc.	California 25901	2/21/86
Beauty & Trade Show		
San Diego Beauty & Trade Show	U.S. 1,389,382 ✓	4/8/86
Circular Logo Framing Portrait of Woman	U.S. 1,337,123 ✓	5/21/85
Long Beach Hairdresser's Guild's	U.S. 1,362,332 ✓	9/24/85
Long Beach Hairdresser's Guild	California 20953	
Long Beach Hairdresser's Guild Logo	California 20959	

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February 9, 1999

Commissioner for Patents and Trademarks
 FEE
 Box ASSIGNMENTS
 Washington, D.C. 20231

Re: U.S. Trademarks:

<u>1763217 - LBH</u>	<u>1,389,382 - San Diego Beauty & Trade Show</u>
<u>1763216 - Stadium Logo</u>	<u>1,337,123 - Circular Logo Framing Portrait of Woman</u>
<u>1763218 - LBH & Stadium Logo</u>	<u>1,362,332 - Long Beach Hairdresser's Guild</u>

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 \$165 in payment of the filing fee (\$40 for 1st mark per document plus \$25 per mark for 2nd and subsequent marks, same document).

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

Sincerely, .



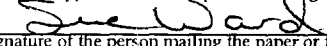
Martha M. Markusen

Enclosures

CERTIFICATE OF MAILING BY "EXPRESS MAIL"

"Express Mail" mailing label number EL232337316US I hereby
 certify that this correspondence is addressed to the Commissioner for Patents and Trademarks,
 Box Assignments, Washington, D.C. 20231 and is being deposited with the United States Postal
 Service "Express Mail Post Office to Addressee" service on 2/10/99
 (Date)

SUE M WARD
 (Printed or typed name of the person mailing the paper or fee)


 (Signature of the person mailing the paper or fee)

February 10, 1999
 (Date of signature)