

04-06-1999



101002164

TRADEMARK
03038-G0000 GSW/SPM

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Assignor	SOUTHERN EXPOSITION MANAGEMENT COMPANY
Reg./Ser. Nos.	2027883; 75-363938; 75-146063; 2183575; 1835642; 75-146062; 1515707; 1616985; 1722375; 1722374; 1619131; 1573781; 75-146608; 2017541; 75-462770
Service Mark	COMTRADE (3); MEDTRADE (3); THE NATIONAL HOME HEALTH CARE EXPO...; NHHCE; NHHCE & DESIGN; DESIGN OF BRAIDED POLE; FUTURESHOW (3); NEW HORIZONS IN HEALTH CARE; MEDRESELL

Box Assignment
Assistant Commissioner for Patents
Washington, DC 20231

Assignment Recordation Form Cover Sheet

Dear Sir:

Please record the attached original document.

1. Name of conveying party. SOUTHERN EXPOSITION MANAGEMENT COMPANY.
2. Name and Address of Receiving Party. BILL COMMUNICATIONS, INC., a New York corporation, 355 Park Avenue South; New York, N.Y. 10010-17.
3. Nature of Conveyance: Trademark Assignment. Execution Date: January 20, 1999.

Mailing Certificate: I hereby certify that this correspondence is today being deposited with the U.S. Postal Service as *First Class Mail* in an envelope addressed to: Box Assignment; Commissioner for Patents and Trademarks; Washington, DC 20231.

Date: March 25, 1999

AnneMarie Provino
AnneMarie Provino

04/05/1999 DNGUYEN 00000180 2027883

01 FC:481
02 FC:482

40.00 DP
375.00 DP

4. Name and Address of Party to Whom Correspondence Concerning Document should be mailed.

Gene S. Winter, Registration No., 28,352
Attorney for Applicant
ST.ONGE STEWARD JOHNSTON & REENS LLC
986 Bedford Street
Stamford, CT 06905-5619
203 324-6155

5. Registration/Application Numbers: 2027883; 75-363938; 75-146063; 2183575; 1515707; 1616985; 1722375; 1722374; 1619131; 1573781; 75-146608; 2017541; 75-462770; 1835642; 75-146062.

6. Total Number of Applications/Registrations Involved: 16

7. Total Fee (37 CFR 3.41). \$415.00 due.

8. Authorization to Charge Deposit Account. The Commissioner is hereby authorized to charge any additional fees due by this paper and during the entire pendency of this Application to Account No. 19-4516.

9. Statement and Signature. Total number of pages including cover sheet, attachments and document are 5. To the best of my knowledge and belief, the foregoing information is true and correct.

Respectfully submitted,



Gene S. Winter, Registration No., 28,352
Stephen P. McNamara, Registration No. 32,745
Attorneys for Applicant
ST. ONGE STEWARD JOHNSTON & REENS LLC
986 Bedford Street
Stamford, CT 06905-5619
203 324-6155

JAN-20-99 WED 11:50 AM NORTHERN TRUST BANK

FAX NO. 954 527 3933

Jan-19-99 09:11P MANCHEL JOHNS & WIGG

404 5221701

Trademark Assignment

WHEREAS, SOUTHERN EXPOSITION MANAGEMENT COMPANY, a Georgia corporation, having offices located at 1130 Hightower Trail, Atlanta, GA 30338; (hereinafter referred to as ASSIGNOR) had adopted and owned certain trade names and trademarks as set forth on Schedule "A" attached;

WHEREAS, on January 20, 1999, BILL COMMUNICATIONS, INC., a New York Corporation, having offices at 355 Park Avenue South, New York, NY 10010 (hereinafter referred to as ASSIGNEE) acquired from the Assignor all right, title and interest in and to said trade names and trademarks as set forth on Schedule "A" attached;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR does hereby assign, grant, transfer and otherwise convey to ASSIGNEE, its successors and assigns, effective January 20, 1999, all rights, title and interest in and to the said trade names and trademarks as set forth on Schedule "A" attached, including but not limited to all of ASSIGNOR's common law rights and registrations pertaining thereto, as well as all of the good will of the business symbolized by said trade name and trademark.

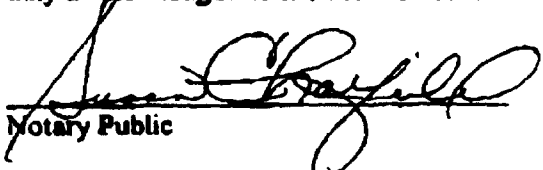
Dated: January 20, 1999

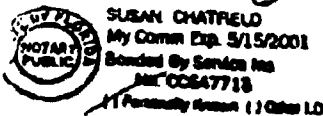
SOUTHERN EXPOSITION MANAGEMENT COMPANY

By: 
Name: Edward E. Conrad
Title: Chairman

STATE OF Florida
COUNTY OF Broward :

On this 20 TH day of January, 1999, before me personally came Edward E. Conrad, Chairman of SOUTHERN EXPOSITION MANAGEMENT COMPANY, to me known and known to me to be the same person described in and who executed the foregoing instrument and duly acknowledged to me that this document was executed as a free act and deed.


Notary Public



SCHEDULE "A"

TRADEMARK	APPL/REG	CLASS
COMTRADE	2,027,883 41	35
COMTRADE	75-363,938	35
COMTRADE	75-146,063	41
MEDTRADE	2,183,575 1,835,642	35 & 42 41
MEDTRADE	75-146,062	41
MEDTRADE	2,183,575	35
THE NATIONAL HOME HEALTH CARE EXPO...	1,515,707	35
NHHCE	1,616,985	35 41
NHHCE & Design	1,722,375	35 41
Design of Braided Pole	1,722,374	35 41
FUTURESHOW	1,619,131	41
FUTURESHOW	1,573,781	35
FUTURE SHOW	75-146,608	35

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