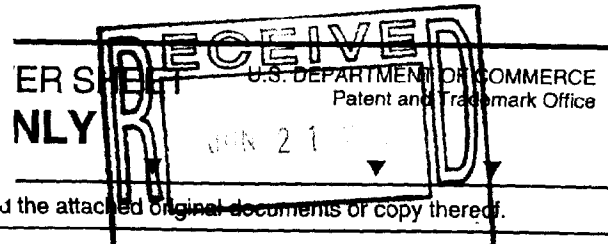


06-23-1999



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To the Honorable Commissione,

101072975

record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Southern Exposition Management Company

- Individual(s)
- General Partnership
- Corporation-State
- Other
- Association
- Limited Partnership

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: May 28, 1999

2. Name and address of receiving party(ies)

Name: SEMCO Productions, L.L.C.

Internal Address:

Street Address: 1130 Hightower Trail

City: Atlanta State: GA ZIP: 30338

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State
- Other Florida Limited Liability Company

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No

(Designations must be a separate document from assignment)

Additional name(s) & address(es) attached? Yes No

4. Application number(s) or patent number(s):

A. Trademark Application No.(s)

75/146,072; 75/146,073

B. Trademark Registration No.(s)

1,617,847; 1,428,673; 2,202,401

UED 6.21.99

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Womble Carlyle Sandridge & Rice

Internal Address: P.O. Box 720601

Atlanta, GA 30358-2601

Street Address: 1201 West Peachtree Street

Suite 3500

City: Atlanta State: GA ZIP: 30309

6. Total number of applications and registrations involved: 5

7. Total fee (37 CFR 3.41).....\$ 140.00

Enclosed

Authorized to be charged to deposit account

8. Deposit account number:

(Attach duplicate copy of this page if paying by deposit account)

6/22/1999 DNGUYEN 00000097 1617847

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1 FC:481 40.00 OF

2 FC:482 100.00 OF

9. 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.

Louis T. Isaf

Name of Person Signing

Signature

June 14, 1999

Date

Total number of pages including cover sheet, attachments, and document: 3

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

TRADEMARK
REEL: 001916 FRAME: 0770

Servicemark/Tradename 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 servicemarks as set forth on Schedule "A" attached;

WHEREAS, on ^{MAY 28,} ~~April 28,~~ 1999 SEMCO PRODUCTIONS, L.L.C., a Florida Limited Liability Company (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 ^{MAY} ~~April~~ 28, 1999, all rights, title and interest in and to the said trade names and service 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 servicemark.

Dated: ^{MAY} ~~April~~ 28 1999

SOUTHERN EXPOSITION
MANAGEMENT COMPANY

By: 
Name: Edward C. Conrad
Title: Chairman/CEO

STATE OF GEORGIA
COUNTY OF FULTON

On this ^{MAY} 28 TH day of ^{MAY} ~~April~~, 1999, before me personally came Edward C. Conrad, Chairman/CEO 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

Notary Public, Fulton County, Georgia
My Commission Expires Feb. 3, 2002

SCHEDULE "A"

<u>SERVICEMARK</u>	<u>APPL/REG</u>	<u>CLASS</u>
<u>SEMCO</u>	1,617,847	Class 35:organizing, conducting, producing and promoting public shows and trade expositions: TRADE SHOWS
<u>SEMCO</u>	75/146072	Classes 35 ,41, 42 (virtual tradeshow) Internet usage
<u>ATLANTA HOME SHOW</u>	1,428,673	Class 35:organizing, conducting, producing and promoting public shows and trade expositions: TRADE SHOWS
	75/146073	Classe 35 Internet usage in global information network Class 41: multimedia seminars/workshop
<u>ATLANTA GARDEN & PATIO SHOW</u>	2,202,401	35 & 41: trade shows; educational services

RELATED WEBSITES

- A) www.atlantahomeshow.com
- B) www.semcopro.com
- C) www.gardenandpatio.com

SEMCO PRODUCTIONS

- A) Tradename filed June 4, 1990, Fulton County

ATLANTA HOME SHOW

- A) Fulton County Tradename June 14, 1982
- B) State of Georgia Service Mark November 9, 1984