

6-21-99

06-30-1999



101079760

Docket No.:

Scranton Gillette

Tab settings

ached original documents or copy thereof.

To the Honorable Commissioner of Patent

1. Name of conveying party(ies):

Advanstar Communications, Inc.
131 West First St.,
Duluth, MN 55802

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

Additional names(s) of conveying party(ies) Yes No

2. Name and address of receiving party(ies):

Name: Scranton Gillette Communications, Inc.

Internal Address: _____

Street Address: 380 E. Northwest Highway

City: Des Plaines State: IL ZIP: 60616

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

If assignee is not domiciled in the United States, a domestic designation is Yes No
(Designations must be a separate document from Additional name(s) & address(es) Yes No

3. Nature of conveyance:

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

Execution Date: March 18, 1999

4. Application number(s) or registration numbers(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2,031,047



06-21-1999

U.S. Patent & TMOfc/TM Mail RcptDt. #99

Additional numbers

Yes No

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

Name: Edward M. Keating

Internal Address: _____

DORN, McEACHRAN, JAMBOR & KEATING

Street Address: 55 E. Monroe St. - Ste. 2940

City: Chicago State: IL ZIP: 60603

6. Total number of applications and registrations involved:.....

1

7. Total fee (37 CFR 3.41):.....\$ \$40.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

11-1013

DO NOT USE THIS SPACE

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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.

Edward M. Keating

Name of Person Signing

Edward M. Keating

Signature

June 17, 1999

Date

Total number of pages including cover sheet, attachments, and

3



06-21-1999

U.S. Patent & TMOfc/TM Mail Rcpt Dt. #39

TRADEMARK ASSIGNMENT

WHEREAS, Advanstar Communications, Inc., a New York corporation (hereinafter called "Advanstar"), whose address is 131 West First St., Duluth, MN 55802, has adopted, used and is using the trademark ITS WORLD which is registered in the United States Patent and Trademark Office, Registration No. 2,031,047, and

WHEREAS, Scranton Gillette Communications, Inc., an Illinois corporation, whose address is 380 E. Northwest Highway, Des Plaines, Illinois 60616, is desirous of acquiring said trademark and the registration thereof;

NOW, THEREFORE, for and in consideration of the sum of ten (\$10.00) dollars and other good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, Advanstar Communications, Inc. does hereby sell, grant, convey and assign to Scranton Gillette Communications, Inc. all ^{OF ITS} right, title and interest in and to the said trademark together with the goodwill of the business symbolized by the trademark and the above identified registration thereof.

ADH


IN WITNESS WHEREOF, Advanstar has executed this assignment to be effective on December 15, 1998

ADVANSTAR COMMUNICATIONS, INC.

By *Adele D. Hartwick*
Adele D. Hartwick, Vice President, Treasurer
and Controller

STATE OF MINNESOTA)
) ss
COUNTY OF ST. LOUIS)

On this 18th day of MARCH 1999, before me a notary public in and for the county aforesaid came Adele D. Hartwick, known to me to be Vice President, Treasurer and Controller of Advanstar Communications, Inc., a New York corporation, who duly acknowledged that she executed the foregoing assignment for and on behalf of Advanstar Communications, Inc. for the use and purposes set forth.



Notary Public

