



**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)**

75711724	<input type="text"/>	<input type="text"/>
75712020	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

**Registration 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"/>

**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.

MARTHA M MARKUSEN

Name of Person Signing

Signature

Date Signed

## TRADEMARK ASSIGNMENT

**WHEREAS, HELMERS PUBLISHING, INC.**, a New Hampshire corporation located at 174 Concord Street, Peterborough, New Hampshire 03458 ("Assignor") has adopted and used certain trademarks listed on Schedule A (the "Marks"), is the owner of record of the Marks, and has filed applications to register the Marks with the United States Patent and Trademark Office as identified on Schedule A; and

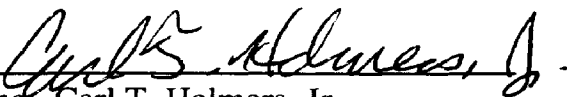
**WHEREAS, ADVANSTAR COMMUNICATIONS INC.**, a New York corporation with an address at 131 West First Street, Duluth, Minnesota 55802 ("Assignee"), is desirous of acquiring the Marks.

**NOW, THEREFORE**, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest in and to the Marks and the applications for registration thereof, together with the goodwill of the business in connection with which the Marks are used and which is symbolized by the Marks, along with the right to recover for damages and profits for past infringements thereof; and

The Commissioner is hereby requested to issue "Certified Status Copies Showing Title" of the Marks in the name of ADVANSTAR COMMUNICATIONS INC.

**IN WITNESS WHEREOF**, the undersigned has executed this Assignment the 15th day of July, 1999.

**HELMERS PUBLISHING, INC.**

By:   
Name: Carl T. Helmers, Jr.  
Title: President

## **SCHEDULE A**

<b><u>Trademark</u></b>	<b><u>Application No.</u></b>	<b><u>Application Date</u></b>
<b>Sensors Express</b>	<b>75/711724</b>	<b>May 21, 1999</b>
<b>Sensors Express (design)</b>	<b>75/712020</b>	<b>May 21, 1999</b>