FORM PTO-1618A Expires 06/30/99 OMB 0651-0027 08-27-1999



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8.24.99 RECORDATION TRADE	MARKS ONLY UBL				
	: Please record the attached original document(s) or copy(ies).				
Submission Type	Conveyance Type				
X New	X Assignment License				
Resubmission (Non-Recordation) Document ID#	Security Agreement Nunc Pro Tunc Assignment Effective Date				
Correction of PTO Error Reel # Frame #	Merger Month Day Year				
Corrective Document	Change of Name				
Reel # Frame #	Other				
Conveying Party	Mark if additional names of conveying parties attached Execution Date Month Day Year				
Name HELMERS PUBLISHING, INC.	07151999				
Formerly					
Individual General Partnership	Limited Partnership Corporation Association				
Other					
X Citizenship/State of Incorporation/Organization NEW HAMPSHIRE					
Receiving Party	Mark if additional names of receiving parties attached				
Name ADVANSTAR COMMUNICATIONS II	NC.				
DBA/AKA/TA					
Composed of					
Address (Mine 1) 131 WEST FIRST STREET					
Address (time 2)					
Address (line 3) DULUTH	MN 55802				
Chy	State/Country Zip Code				
	State/Country Zip Code Limited Partnership If document to be recorded is an assignment and the receiving party is				
Chy	State/Country Zip Code Limited Partnership If document to be recorded is an				
Individual General Partnership X Corporation Association	State/Country Limited Partnership 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.				
Individual General Partnership X Corporation Association Other	State/Country Limited Partnership 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.)				
Individual General Partnership X Corporation Association Other X Citizenship/State of Incorporation/Organiza	State/Country Limited Partnership 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.) ation NEW YORK				
Individual General Partnership X Corporation Association Other X Citizenship/State of Incorporation/Organiza	State/Country Limited Partnership 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.)				

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. 2021 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 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

U.S. Department of Con

Patent and Trademark Office
TRADEMARK

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Page 2

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

OMB 0651-0027		RADEMARK			
	Representative Name and Address Enter for the first Receiving Party only	y.			
Name [
Address (line 1)					
Address (line 2)					
Address (line 3)					
Address (time 4)					
Correspondent Name and Address Area Code and Telephone Number (218) 722-0861					
Name	MARTHA M MARKUSEN				
Address (line 1)	(Gine 1) 302 WEST SUPERIOR STREET				
Address (line 2) 700 LONSDALE BUILDING					
Address (time 3) DULUTH MN 55802					
Address (line 4)					
Pages Enter the total number of pages of the attached conveyance document # 2					
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).					
	demark Application Number(s) Registration Number(s)	• • •			
75711724					
75712020					
73712020					
Number of Properties Enter the total number of properties involved. # 2					
Fee Amount for Properties Listed (37 CFR 3.41): \$ 80					
	of Payment: Enclosed X Deposit Account	1			
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 face.	No.			
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.					
india 	icaled Herein.				
MARTHA	M MARKUSEN				
Name	e of Person Signing Signature D	te 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.

Elmes, J.

Title: President

TRADEMARK REEL: 001949 FRAME: 0596

SCHEDULE A

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

TRADEMARK REEL: 001949 FRAME: 0597