

08-27-1999

RECORDAT

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TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

## Submission Type

☒ New☐ Resubmission (Non-Recordation)

Document ID #

☐ Correction of PTO Error

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Reel #

Frame #

## Conveyance Type

☒ Assignment☐ License☐ Security Agreement☐ Nunc Pro Tunc Assignment☐ Merger☐ Change of Name☐ OtherEffective Date  
Month Day Year

## Conveying Party

☐ Mark if additional names of conveying parties attached

Name HELMERS PUBLISHING, INC.

Execution Date  
Month Day Year

07/15/1999

Formerly

☐ Individual ☐ General Partnership ☐ Limited Partnership ☐ Corporation ☐ Association☐ Other☒ Citizenship/State of Incorporation/Organization NEW HAMPSHIRE

## Receiving Party

☐ Mark if additional names of receiving parties attached

Name ADVANSTAR COMMUNICATIONS INC.

DBA/AKA/TA

Composed of

Address (line 1) 131 WEST FIRST STREET

Address (line 2)

Address (line 3) DULUTH

City

MN

State/Country

55802

Zip Code

☐ Individual ☐ General Partnership ☐ Limited Partnership☒ Corporation ☐ Association☐ Other☒ Citizenship/State of Incorporation/Organization NEW YORK

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.)

08/27/1999 DCOATES 00000028 1818907

FOR OFFICE USE ONLY

01 FC:481

40.00 DP

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Mail documents to be recorded with required cover sheet(s) information to:  
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231TRADEMARK  
REEL: 001950 FRAME: 0073

**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 (218) 722-0861

Name

MARTHA M MARKUSEN

Address (line 1)

302 WEST SUPERIOR STREET

Address (line 2)

700 LONSDALE BUILDING

Address (line 3)

DULUTH MN 55802

Address (line 4)

**Pages**

Enter the total number of pages of the attached conveyance document including any attachments.

# 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).

**Trademark Application Number(s)****Registration Number(s)**


1818907		

**Number of Properties**

Enter the total number of properties involved.

# 1

**Fee Amount**

Fee Amount for Properties Listed (37 CFR 3.41):

\$ 40

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 the trademark "***SENSORS***" (the "Mark"), is the owner of record of the Mark, and has registered the Mark in the United States Patent and Trademark Office as identified on Schedule A; and

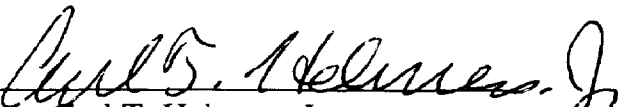
**WHEREAS, ADVANSTAR COMMUNICATIONS INC.**, a New York corporation with an address at 131 West First Street, Duluth, Minnesota 55802 ("Assignee"), is desirous of acquiring the Mark.

**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 Mark and the registration therefor, together with the goodwill of the business in connection with which the Mark is used and which is symbolized by the Mark, 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 Mark 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**

**Trademark**

**Registration No.**

**Registration Date**

**SENSORS**

**1,818,907**

**February 1, 1994**