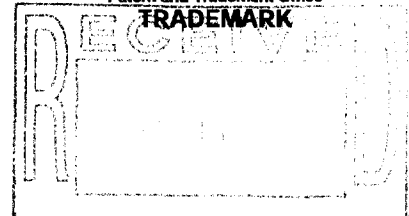


09-15-1999



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*Handwritten:* MPO 9/16/99

### RECORDATION FORM COVER SHEET TRADEMARKS ONLY

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

#### Submission Type

- New
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Document ID # \_\_\_\_\_
- Correction of PTO Error  
Reel # \_\_\_\_\_ Frame # \_\_\_\_\_
- Corrective Document  
Reel # \_\_\_\_\_ Frame # \_\_\_\_\_

#### Conveyance Type

- Assignment  License
  - Security Agreement  Nunc Pro Tunc Assignment
  - Merger  Change of Name
  - Other \_\_\_\_\_
- Effective Date  
Month Day Year  
\_\_\_\_\_

#### Conveying Party

Mark if additional names of conveying parties attached

Name ON DEMAND MARKETING, INC. Execution Date  
Month Day Year  
12 29 98

Formerly \_\_\_\_\_

- Individual  General Partnership  Limited Partnership  Corporation  Association
- Other \_\_\_\_\_
- Citizenship/State of Incorporation/Organization CONNECTICUT

#### 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 MN 55802  
City State/Country 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.)

09/14/1999 JSHBAZZ 00000043 1899120

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REEL: 001957 FRAME: 0909

**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.

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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)**

**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

9/9/99

Name of Person Signing

Signature

Date Signed

State of New York }  
Department of State }<sup>ss:</sup>

*I hereby certify that the annexed copy has been compared with the original document in the custody of the Secretary of State and that the same is a true copy of said original.*

*Witness my hand and seal of the Department of State on*

DEC 30 1998



A handwritten signature in black ink, appearing to read "J. Clark", written over a horizontal line.

*Special Deputy Secretary of State*

DOS-1266 (5/96)

F 981229000592

CERTIFICATE OF MERGER

OF

ON DEMAND MARKETING, INC.  
A Connecticut corporation

CT-67

INTO

ADVANSTAR COMMUNICATIONS INC.  
A New York corporation

December 29, 1998

The undersigned, pursuant to the provisions of Section 905 of the Business Law of the State of New York, hereby certify as follows:

**FIRST:** The name and state of incorporation of each of the constituent corporations in the merger are as follows:

<i>Constituent Corporation</i>	<i>State of Incorporation</i>	<i>Date of Incorporation</i>
On Demand Marketing, Inc.	Connecticut	August 19, 1993 (it has not filed an Application for Authority in New York)
Advanstar Communications Inc. (f/k/a and incorporated under the name HBJ Publications, Inc. and f/k/a Edgell Communications Inc.)	New York	January 23, 1987

Pursuant to an agreement and plan of merger, On Demand Marketing, Inc. is to be merged into Advanstar Communications Inc., which is the parent corporation of the aforementioned Connecticut corporation and the surviving corporation of the merger (the "Surviving Parent"). Prior to the merger Advanstar Communications Inc. owned one hundred percent (100%) of the outstanding shares of On Demand Marketing, Inc.

**SECOND:** The designation and number of outstanding capital stock of the corporations to be merged is as follows:

<i>Subsidiary Corporation</i>	<i>Designation and Amount of Outstanding Capital Stock</i>
On Demand Marketing, Inc.	100 shares of common stock, no par value share, all of which are owned by the Surviving Parent

**THIRD:** The effective date of the merger shall be December 31, 1998.

**FOURTH:** The agreement and plan of merger was adopted by each of the Boards of Directors of the Surviving Parent and On Demand Marketing, Inc.

**FIFTH:** The merger is permitted by the laws of the State of Connecticut and the State of New York, and is in compliance therewith.

[Remainder of Page Intentionally Left Blank]

IN WITNESS WHEREOF, this certificate has been signed on the 29th day of December, 1998 and the statements contained herein are affirmed as true under penalties of perjury.

ADVANSTAR COMMUNICATIONS INC.

By: Robert L. Krakoff  
Robert L. Krakoff  
President

By: David W. Montgomery  
David W. Montgomery  
Secretary

ON DEMAND MARKETING, INC.

By: Robert L. Krakoff  
Robert L. Krakoff  
President

By: David W. Montgomery  
David W. Montgomery  
Secretary

3

F 981229000592

CERTIFICATE OF MERGER  
OF  
ON DEMAND MARKETING, INC.  
INTO  
ADVANSTAR COMMUNICATIONS INC.

UNDER SECTION 905 OF THE BUSINESS CORPORATION LAW

07-97

CT-07

ICC  
STATE OF NEW YORK  
DEPARTMENT OF STATE  
FILED DEC 29 1998  
TAXS  
BY: JAH  
New York

TESTA HURWITZ & THIBEAULT, LLP  
HIGH STREET TOWER  
125 HIGH STREET  
BOSTON, MA 02110

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981229000623

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FILING RECEIPT

ACI

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ENTITY NAME: ADVANSTAR COMMUNICATIONS INC.

DOCUMENT TYPE: MERGER (DOM. BUSINESS)

COUNTY: NEWY

SERVICE COMPANY: CT CORPORATION SYSTEM

SERVICE CODE: 07

CONSTITUENT NAME: ON DEMAND MARKETING, INC.

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FILED:12/29/1998 DURATION:\*\*\*\*\* CASH#:981229000623 FILM #:981229000592

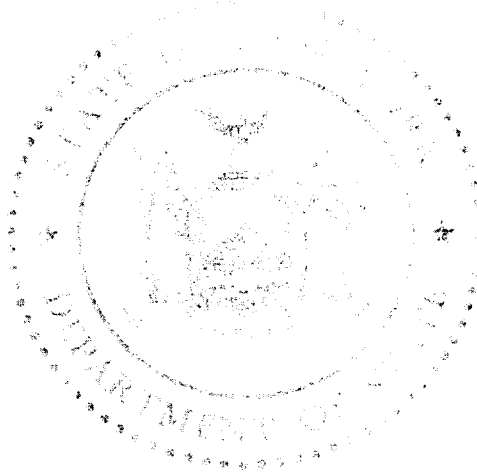
ADDRESS FOR PROCESS

EFFECT DATE

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12/31/1998

REGISTERED AGENT



FILER	FEES	95.00	PAYMENTS	95.00
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