

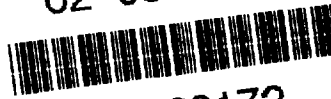
FORM PTO-1618A  
Expires 06/30/99  
OMB 0651-0027

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02-03-2000

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Submission Type

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Conveyance Type

Assignment  License  
 Security Agreement  
 Merger  
 Change of Name  
 Other \_\_\_\_\_  
Effective Date  
Month Day Year  
11/24/99



Conveying Party

Name Piccadilly Promotions, Inc.  
Formerly \_\_\_\_\_  
 Individual  General Partnership  Limited Partnership  Corporation  
 Association  Other  
 Citizenship/State of Incorporation/Organization Florida

Mark if additional names of conveying parties attached

Execution Date  
Month Day Year  
11/24/99

Receiving Party

Mark if additional names of receiving parties attached  
Name Southex Exhibitions, Inc.  
DBA/AKA/TA \_\_\_\_\_  
Composed of \_\_\_\_\_  
Address (line 1) One Concord Gate  
Address (line 2) Suite 800  
Address (line 3) Toronto, Ontario, Canada M3C 3N6  
 Individual  General Partnership  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  
 Corporation  Association  
 Other \_\_\_\_\_  
 Citizenship/State of Incorporation/Organization Delaware

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Mail documents to be recorded with required cover sheet(s) information to:  
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REEL: 002016 FRAME: 0193

**Domestic Representative Name and Address**

Enter for the first Receiving Party only.

Name Maura B. Leeds, Esq.

Address (line 1) Morgan Lewis & Bockius LLP, Attn: TMSU

Address (line 2) 1800 M Street N.W.

Address (line 3) Washington, D.C. 20036-5869

Address (line 4) \_\_\_\_\_

**Correspondent Name and Address**

Area Code and Telephone Number (212) 309-7015

Name Maura B. Leeds, Esq.

Address (line 1) MORGAN, LEWIS & BOCKIUS LLP, Attn: TMSU

Address (line 2) 1800 M Street, N.W.

Address (line 3) Washington, D.C. 20036-5869

**Pages**

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

# 4

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

**Trademark Application Number(s)**

75385450

**Registration Number(s)**

**Number of Properties** Enter the total number of properties involved.

# 1

**Fee Amount**

Fee Amount for Properties Listed (37 CFR 3.41):

\$ 40.00

Method of Payment: Enclosed

Deposit Account \_\_\_\_\_

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number: 13-4520

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.*

Maura B. Leeds

Name of Person Signing

Maura B. Leeds

Signature

January 7, 2000

Date Signed

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Mark: PICCADILLY PROMOTIONS :  
Reg. No.: 2,290,832 :  
Reg. Date: November 9, 1999 :  
Int. Class: 35 :

DESIGNATION OF DOMESTIC REPRESENTATIVE

With respect to this registration, Registrant by assignment, Southex Exhibitions, Inc., assignee of mark from Piccadilly Promotions, Inc., hereby appoints MICHAEL F. CLAYTON, JAMES R. SIMS III, RON N. DREBEN, BARBARA A. FRIEDMAN, CAROLE K. KLEIN, NANCY L. ROWE, KAREN A. BUTCHER, SHANA E. OMMAYA, BRETT I. MILLER, ANITA G. BLUMENTHAL, JASON I. HEWITT, MEREDITH A. CARLO, ARMAND J. ZOTTOLA III, LISA D. DAME, SHAI A. LITTLEJOHN, and REGINA A. O'BRIEN, all of Morgan, Lewis & Bockius LLP, 1800 M Street, N.W., Washington, D.C. 20036, and GREGORY S. SHATAN, MAURA B. LEEDS, KERRY A. KRZYNOWEK, JEFFREY H GREENE and IAN J. WARREN, all of Morgan, Lewis & Bockius LLP, 101 Park Avenue, New York, New York 10178-0060, as its domestic representative on whom may be served notices or process in proceedings affecting this registration.

Signed this 4<sup>th</sup> day of JANUARY, ~~1999~~ <sup>2000</sup> *JJA*

**SOUTHEX EXHIBITIONS, INC.  
(REGISTRANT BY ASSIGNMENT FROM  
PICCADILLY PROMOTIONS, INC.)**

By: *[Signature]*  
Name: T. P. AUSTIN  
Title: Chief Financial Officer  
& Corporate Secretary

**TRADEMARK ASSIGNMENT**

This Trademark Assignment is made on this 24<sup>th</sup> day of <sup>November</sup>~~October~~, 1999, by Piccadilly Promotions, Inc., a Florida corporation, having a principal business address at P.O. Box 41381, St. Petersburg, Florida 33742 ("Assignor"), in favor of Southex Exhibitions Inc., a Delaware corporation, having a principal business address at One Concorde Gate, Suite 800, Toronto, Ontario M3C 0N6 ("Assignee").

WHEREAS, Assignor owns all right, title and interest in and to the marks listed on the attached Schedule A (hereinafter referred to as the "Marks"), any pending application for federal registration or federal registration therefor, and the goodwill of the business developed through the use of the Marks;

WHEREAS, Assignee desires to acquire all right, title, and interest in and to the Marks, any pending application for federal registration or federal registration therefor, and the goodwill developed through the use of the Marks; and

WHEREAS, Assignee is the successor to the portion of the business of Assignor to which the Marks pertain and such business is ongoing and existing.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, Assignor hereby assigns and transfers to Assignee, the entire right, title, and interest in and to the Marks, any pending application for federal registration or federal registration therefor, and the goodwill of the business symbolized by the Marks. All rights and privileges, including the right to sue for and receive all damages from past infringements of the Marks, will be held and enjoyed by the Assignee, its successors, assigns and other legal representatives.

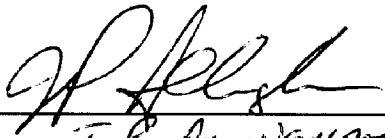
**PICCADILLY PROMOTIONS, INC.**

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

**ACKNOWLEDGMENT**

Southex Exhibitions Inc., the Assignee, hereby acknowledges receipt of assignment --for good and valuable consideration --of the Marks.

**SOUTHEX EXHIBITIONS INC.**

By:   
Name: J.P. CUNNINGHAM  
Title: Chief Financial Officer & Corporate Secretary

**TRADEMARK ASSIGNMENT**

This Trademark Assignment is made on this \_\_\_\_ day of November, 1999, by Piccadilly Promotions, Inc., a Florida corporation, having a principal business address at P.O. Box 41381, St. Petersburg, Florida 33742 ("Assignor"), in favor of Southex Exhibitions Inc., a Delaware corporation, having a principal business address at One Concorde Gate, Suite 800, Toronto, Ontario M3C 3N6 ("Assignee").

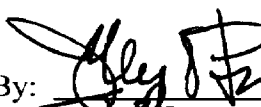
WHEREAS, Assignor owns all right, title and interest in and to the marks listed on the attached Schedule A (hereinafter referred to as the "Marks"), any pending application for federal registration or federal registration therefor, and the goodwill of the business developed through the use of the Marks;

WHEREAS, Assignee desires to acquire all right, title, and interest in and to the Marks, any pending application for federal registration or federal registration therefor, and the goodwill developed through the use of the Marks; and

WHEREAS, Assignee is the successor to the portion of the business of Assignor to which the Marks pertain and such business is ongoing and existing.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, Assignor hereby assigns and transfers to Assignee, the entire right, title, and interest in and to the Marks, any pending application for federal registration or federal registration therefor, and the goodwill of the business symbolized by the Marks. All rights and privileges, including the right to sue for and receive all damages from past infringements of the Marks, will be held and enjoyed by the Assignee, its successors, assigns and other legal representatives.

**PICCADILLY PROMOTIONS, INC.**

By:   
Name: Jeffrey S. FRANCIS  
Title: President

**ACKNOWLEDGMENT**

Southex Exhibitions Inc., the Assignee, hereby acknowledges receipt of assignment --for good and valuable consideration --of the Marks.

**SOUTHEX EXHIBITIONS INC.**

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

**SCHEDULE A**

<u>Mark</u>	<u>Serial No.</u>	<u>Filing Date</u>
PICCADILLY PROMOTIONS	75/385,450	November 5, 1997