

04-26-2001



RECORDATION FORM COVER SHEET TRADEMARKS ONLY

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

101688889

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

REED ELSEVIER INC

4. 1201

- ☐ Individual(s) ☐ Association
☐ General Partnership ☐ Limited Partnership
☐ Corporation-State
☐ Other _____

Additional name(s) of conveying party(ies) attached? ☐ Yes ☐ No

3. Nature of conveyance:

- ☒ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☐ Other _____

Execution Date: MARCH 2, 2001

2. Name and address of receiving party(ies)

Name: ADVANSTAR COMMUNICATIONS INC

Internal Address: _____

Street Address: 545 BOYLSTON STREETCity: BOSTON State: MA ZIP: 02116

- ☐ Individual(s) citizenship _____
☐ Association _____
☐ General Partnership _____
☐ Limited Partnership _____
☒ Corporation-State NEW YORK
☐ Other _____

If assignee is not domiciled in the United States, a domestic representative designation is attached: ☐ Yes ☐ No

(Designations must be a separate document from assignment)

Additional name(s) & address(es) attached? ☐ Yes ☐ No

4. Application number(s) or patent number(s):

A. Trademark Application No.(s)

75903399

B. Trademark Registration No.(s)

1877565 1021487 1930828
 1009754 0791433
 0860751 0797506

Additional numbers attached? ☐ Yes ☐ No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: MARTHA M. MARKUSEN

Internal Address: _____

Street Address: 302 W. SUPERIOR ST. - STE. 700City: DULUTH State: MN ZIP: 55804

6. Total number of applications and registrations involved: _____

8

7. Total fee (37 CFR 3.41).....\$ 215☒ Enclosed

☐ Authorized to be charged to deposit account

8. Deposit account number: _____

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. 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.

MARTHA M. MARKUSEN, ATTORNEY

Name of Person Signing FOR APPLICANT

Signature

Total number of pages including cover sheet, attachments, and document: 5

Date

4/12/01

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patents & Trademarks, Box Assignments
Washington, D.C. 20231

TRADEMARK
REEL: 002280 FRAME: 0199

TRADEMARK ASSIGNMENT

WHEREAS, REED ELSEVIER INC., a Massachusetts corporation, (hereinafter, "Assignor"), is or may be the owner of trademarks, and the applications and registrations therefor, (if any) specifically set forth on the attached Schedule A (collectively the "Trademarks"); and

WHEREAS, Advanstar Communications Inc. (hereinafter, "Assignee"), a New York corporation, having a principal business address at 545 Boylston Street, Boston, Massachusetts 02116, desires to acquire the entire right, title and interest, in and to said Trademarks.

NOW, THEREFORE, effective immediately by this document (the "Assignment") and for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby sell, assign transfer, and set over to Assignee, for its own use and enjoyment and for the use and enjoyment of its successors, assigns, and other legal representatives as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment had not been made, Assignor's entire right, title and interest in the United States, all foreign countries and jurisdictions, and throughout the universe, in the Trademarks and any renewals thereof, together with the good will symbolized by and associated with the business conducted under said Trademarks, and all income, royalties, damages, and payments now or hereafter due or payable in respect thereto, and in and to all causes of action (either in law or in equity) and the right to sue, counterclaim and recover for past, present, and/or future infringement, damages, or other unauthorized use of the rights assigned to Assignee under this Assignment.

WORD Document

Assignor authorizes and requests the U.S. Patent and Trademark Office, or any foreign equivalent thereto, to record Assignee as owner of the Trademarks as assignee of the entire title and interest in, to and under the same, for the sole use and enjoyment of Assignee, its successors, assigns or other legal representatives.

Assignor hereby agrees to execute (and/or to have promptly executed by its predecessors, if any) any and all papers, and to perform such other proper acts, as may be reasonably necessary to secure to Assignee, or to its successors or assigns, the rights hereby transferred; provided, however, that the provision of the foregoing cooperation and assistance by Assignor shall be at the sole expense of Assignee.

This Assignment may be executed in counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument.

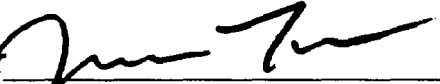
[SIGNATURE PAGE FOLLOWS]

WHEREFORE, Assignor and Assignee have caused this Assignment to be duly

executed below, on the dates indicated by their duly authorized officers.

REED ELSEVIER INC.

("Assignor")

By: 

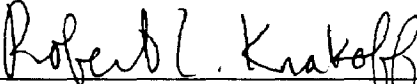
Print Name: Marc Teren

Title: Executive Vice President

Date: as of March 2, 2001

ADVANSTAR COMMUNICATIONS INC.

("Assignee")

By: 

Print Name: Robert L. Krakoff

Title: Chairman & CEO

Date: 3/2/01

Trademark Schedule

Reed Elsevier Inc.

| Mark | Country | App No and Date | Reg No and Date | Registrant Name | Status/Comments |
|--|---------|--------------------|--------------------|--------------------|-----------------|
| ABRN | USA | [To Come] | 1009754 | Reed Elsevier Inc. | C |
| ABRN Automotive Body Repair News | USA | [To Come] | 75/903399 | Reed Elsevier Inc. | Pending |
| Automotive Body Repair News | USA | [To Come] | 1009754 | Reed Elsevier Inc. | Registered |
| Automotive Body Repair News | USA | [To Come] | 1877565 | Reed Elsevier Inc. | Registered |
| Automotive Marketing | USA | [To Come] | 1021487 | Reed Elsevier Inc. | Registered |
| Automotive Marketing | USA | [To Come] | 860751 | Reed Elsevier Inc. | Registered |
| Motor Age | USA | [To Come] | 791433 | Reed Elsevier Inc. | Registered |
| Motor Age Wholesaler and Design | USA | [To Come] | 797506 | Reed Elsevier Inc. | Registered |
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