

Form PTO-1594
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RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

U.S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

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

1. Name of conveying party(ies):
Expo Magazine, Inc.

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

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

2. Name and address of receiving party(ies)
Name: Expo Magazine LLC
Internal Address: _____
Address: _____
Street Address: 11600 College Bulletin
City: _____ State: _____ Zip: _____

Individual(s) citizenship _____
 Association _____
 General Partnership _____
 Limited Partnership _____
 Corporation-State Kansas
 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

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other _____

Execution Date: 2-28-98

4. Application number(s) or registration number(s):
 A. Trademark Application No.(s)
 B. Trademark Registration No.(s)
1,681,664
 Additional number(s) attached Yes No (See Att. A.)

5. Name and address of party to whom correspondence concerning document should be mailed:
 Name: Russell H. Falconer
 Internal Address: Baker Botts LLP

 Street Address: 30 Rockefeller Plaza

 City: New York State: NY Zip: 10119

6. Total number of applications and registrations involved: 3

7. Total fee (37 CFR 3.41).....\$ 90
 Enclosed
 Authorized to be charged to deposit account

8. Deposit account number:
02-4377

(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.

Russell Falconer [Signature] 9-24-01
 Name of Person Signing Signature Date

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

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

ATTACHMENT A

Trademark Registration Nos.

1,975,070

2,016,538

A S S I G N M E N T

Assignment effective the 28th day of February, 1998.

WHEREAS, Expo Magazine, Inc. (hereinafter "Assignor"), a corporation organized and existing under the laws of the state of Kansas, with a place of business at 11600 College Boulevard, Overland Park, Kansas 66210, is the owner of all right, title and interest in and to the trademarks listed on Attachment A hereto, the registrations thereof, and the goodwill thereof; and

WHEREAS, Expo Magazine, LLC (hereinafter "Assignee"), a corporation organized and existing under the laws of the state of Kansas, with a place of business at 11600 College Boulevard, Overland Park, Kansas 66210, is desirous of acquiring said marks, the registrations thereof and the goodwill thereof:

NOW, THEREFORE:

In consideration of and in exchange for the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, said Assignor does hereby assign unto Assignee its rights, title and interest in and to the said trademarks, together with the goodwill thereof and the United States trademark registrations thereof.

EXPO MAGAZINE, INC.

Dated: Feb. 28, 1998

By: B. Meyer
Name: Brian Meyer
Title: Vice President

ATTACHMENT A

Trademark	Reg. No. /Serial No.	Goods/Services
EXPO	1,681,664	Magazine concerning exposition management, Class 16
EXPO U	1,975,070	Educational services, namely, conducting workshops and seminars in the field of arrangement, organization and presentation of trade and consumer shows, Class 41
EXPOWEB	2,016,538	Computer services, namely, providing on-line forum for the exposition industry featuring educational materials, database services, interactive communication, industry research, news and information, Class 42