

09-25-2001



Form PTO-1594 (Rev. 03/01) OMB No. 0651-0027 (exp. 5/31/2002) Tab settings

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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): TECHLEARN, LLC 09/19/01
Individual(s) Association General Partnership Limited Partnership Corporation-State Other Limited Liability Company New York
Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies) Name: Advanstar Communications inc Internal Address: Street Address: 545 Boylston Street City: 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

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

4. Application number(s) or registration number(s) A. Trademark Application No.(s) B. Trademark Registration No.(s) 2211250
Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed: Name: Martha M. Markusen Internal Address: Fryberger Law Firm Suite 700 Street Address: 302 West Superior Street City: Duluth State: MN Zip: 55802

6. Total number of applications and registrations involved: 1
7. Total fee (37 CFR 3.41): \$ 40 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 Signature Date 9/19/01
Total number of pages including cover sheet, attachments, and document: 4

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

TRADEMARK REEL: 002372 FRAME: 0545

## REGISTERED TRADEMARK ASSIGNMENT

This REGISTERED TRADEMARK ASSIGNMENT is made as of August 22<sup>nd</sup>, 2001, by TechLearn, LLC, a New York limited liability company (the "Seller"), to Advanstar Communications Inc., a New York corporation, with an address at 545 Boylston Street, Boston MA 02116 ("Buyer").

**WHEREAS**, pursuant to an Asset Purchase Agreement dated as of August 22<sup>nd</sup>, 2001 among Buyer and Seller and the other parties thereto (the "Asset Purchase Agreement"), Buyer is purchasing from Seller certain assets of Seller including the names, service marks, trademarks, designations, marketing phrases and tag-lines and logos other than the Excluded Trademarks (as defined in the Asset Purchase Agreement) currently or previously used primarily in connection with the Business (the "Trademarks") specified in Schedule A:

**WHEREAS**, pursuant to the Asset Purchase Agreement, Seller desires to assign and transfer to Buyer all of its right, title and interest in and to the Trademarks and Buyer desires to acquire the same;

**WHEREAS**, pursuant to the Asset Purchase Agreement, Seller, MC Inc. and the Principals have agreed to execute and deliver such other documents and to take such other actions as may be necessary or desirable to consummate or implement the transactions contemplated by the Asset Purchase Agreement and to vest in Buyer good title to the assets transferred pursuant to the Asset Purchase Agreement, said assets including the Trademarks;

**NOW, THEREFORE**, in consideration of the foregoing, as well as for other good and valuable consideration, the receipt of which is hereby acknowledged, Seller hereby sells, assigns, transfers and sets over to Buyer, its successors and assigns, all of Seller's right, title and interest in and to the Trademarks and the registrations thereof and the applications pending therefor, together with the goodwill of the business symbolized by the Trademarks, and including the rights to file and obtain renewals of the registrations thereof.


After the delivery of this Assignment, Seller shall, upon request of Buyer, execute and deliver such additional documents and instruments, and perform such additional acts, as may be required to perfect Buyer's right, title and interest in and to the Trademarks acquired by Buyer hereunder.

All capitalized terms used herein, unless otherwise defined herein, shall have the meanings ascribed to them in the Asset Purchase Agreement.

[REMAINDER OF PAGE INTENTIONALLY LEFT BLANK]

IN WITNESS WHEREOF, Seller has caused this instrument to be executed by its duly authorized officer as of the date referenced above.

TECHLEARN, LLC

By:   
Name: Stan Werb  
Title: Manager

**SCHEDULE "A"**  
**TO**  
**REGISTERED TRADEMARK ASSIGNMENT**  
**BY**  
**TECHLEARN, LLC**  
**TO**  
**ADVANSTAR COMMUNICATIONS INC.**

**Trademarks**

- TechLearn

**Tag-lines**

- Blended Learning Forum
- The World e-Learning Congress
- e-Learning Europe

FRYBERGER, BUCHANAN, SMITH & FREDERICK, P.A.

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H. B. FRYBERGER, SR. (1865-1937)

\*ALSO LICENSED IN WISCONSIN
\*ALSO LICENSED IN ARIZONA
\*ALSO LICENSED IN MICHIGAN

September 19, 2001

Commissioner for Patents and Trademarks
FEE
Box ASSIGNMENTS
Washington, D.C. 20231

Re: U.S. Trademark: TECHLEARN
Registration No. 2211250

Enclosed for filing are the following:

- 1. A Recordation Form Cover Sheet;
2. A copy of the Assignment; and
3.. A check in the amount of \$40.

A return-receipt postcard indicates the elements of this mailing. Please date stamp this card and return it to us for our records.

Sincerely,

[Handwritten signature]

Martha M. Markusen

Enclosures

CERTIFICATE OF MAILING BY "EXPRESS MAIL"

"Express Mail" mailing label number EL667389385US [ hereby
certify that this correspondence is addressed to the Commissioner for Patents and Trademarks,
Box Assignments, Washington, D.C. 20231 and is being deposited with the United States Postal
Service "Express Mail Post Office to Addressee" service on 09/19/01

(Date)

SUE M WARD
(Printed or typed name of the person mailing the paper or fee)

(Signature of the person mailing the paper or fee)

September 19, 2001
(Date of signature)