

10-11-2001

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Attorney Docket No. 1740-T-94

101870568

RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

To Assistant Commissioner for Trademarks
Box ASSIGNMENT
2900 Crystal Drive
Arlington, Virginia 22202-3513

Sir:

Please record the attached original document or copy thereof.

1. Name of Conveying Party(ies):
EXHIBITGROUP, INC.
a Delaware Corporation
200 North Gary Avenue
Roselle, Illinois 60172
 Corporation (Delaware)

09/27/01



09-27-2001

U.S. Patent & TMO/c/TM Mail Rept Dt #61

2. Name and address of Receiving Party(ies):
VIAD CORP
1850 N. Central Avenue
Phoenix, Arizona 85077
 Corporation (Delaware)

3. Nature of conveyance:
 Assignment
Execution Date: September 18, 2001

4. Trademark Application No.(s):
Trademark Application No.: 74/589,685
Additional numbers attached yes no

5. Trademark Registration No.(s): 1,925,480
Additional numbers attached yes no

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

Charles E. Cates, Registration No. 25,838
Karyn L. Osterman, Esq.
CATES & HOLLOWAY
P. O. Box 1532
Scottsdale, Arizona 25252-1532
Tel: (602) 248-0982

10/10/2001 DBYRNE
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7. Total number of applications and registrations involved: 1

8. Total Fee: (37 CFR 3.41) \$40.00

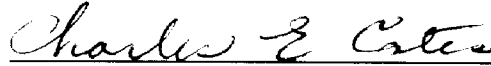
Enclosed

Authorized to be charged to deposit account

9. Deposit Account Number 03-1133

10. 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.



Charles E. Cates

Dated this 24th day of September, 2001.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Mark: EMAX
Filed: October 24, 1994
Registration No.: 1,925,480
Registration Date: October 10, 1995

ASSIGNMENT OF REGISTRATION OF A MARK

WHEREAS, EXHIBITGROUP, INC., a Delaware corporation, has adopted, used and is using the mark "EMAX" which is registered in the United States Patent and Trademark Office as Registration No. 1,925,480, dated October 10, 1995, has good title to said mark and the right to convey said mark and the registration; and

WHEREAS, VIAD CORP, a Delaware corporation, is desirous of acquiring said mark and the registration thereof;

NOW, THEREFORE, for \$1.00 and other valuable consideration, receipt of which is hereby acknowledged, said EXHIBITGROUP, INC. does hereby assign unto the said VIAD CORP, all right, title and interest in and to the said mark, together with the good will of the business symbolized by the mark, and the above identified registration thereof; and warrants good title to the same against all parties.

ExhibitGroup, Inc.

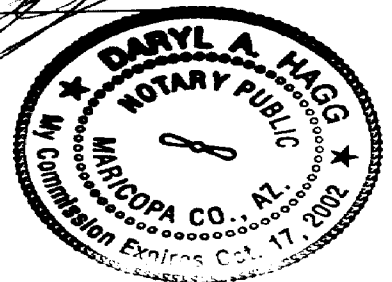
By: Carol Kotek
ASST. SECY.

STATE OF ARIZONA)
) ss.
COUNTY OF MARICOPA)

The foregoing instrument was acknowledged before me this 18th day of September, 2001, by CAROL KOTEK as ASST. SECY. of ExhibitGroup, Inc. a Delaware corporation, on behalf of the corporation.

[Signature]
Notary Public

My Commission Expires: 10-17-02



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ASST. SECY.

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