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PATENTS  
TRADEMARKS  
& RELATED MATTERS

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PATENT AGENT

March 25, 2002

4/4/02

04-15-2002

Director - U.S. Patent and Trademark Office  
Box Assignments  
Washington, D.C. 20231



102055721

OFFICE OF PATENT RECORDS  
2002 APR -4 11 10 34  
FINANCE SECTION

Re: Recordation of Trademark Assignment

Dear Sir:

Please record the attached original Assignment of Trademark document.

1. The name of the conveying party is: Advanstar Communications, Inc.
2. The name and address of the receiving party is: Allured Publishing Corporation, 362 South Schmale Road, Carol Stream, Illinois 60188.
3. The conveyance is an Assignment of Trademark effective on December 20, 2001.
4. The Trademark Registration against which the document is to be recorded is Registration No. 2,297,149 for the mark GLOBAL COSMETIC INDUSTRY.
5. All correspondence concerning this document should be mailed to: Olson & Hierl, Ltd., 20 North Wacker Drive, 36th Floor, Chicago, IL 60606. Please return the original document to the attention of Dolores T. Kenney.
6. One Trademark Registration is involved at a recordal fee of \$40.00. [§37 C.F.R. 2.6 (b)(6)].
7. The total fee (37 C.F.R. 3.41) of \$40.00 (Check No. 21058) is enclosed.
8. Please credit any overpayment or charge any underpayment to Deposit Account No. 15-0508.

04/15/2002 LIEBELL 00000067 2297149  
40.00 EP  
M-55-401

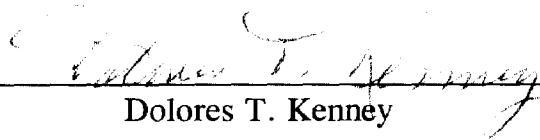
TRADEMARK  
REEL: 002482 FRAME: 0663

9. To the best of my knowledge and belief, the foregoing information is true and correct and the attached is the original Assignment document.

Respectfully submitted,

OLSON & HIERL, LTD.

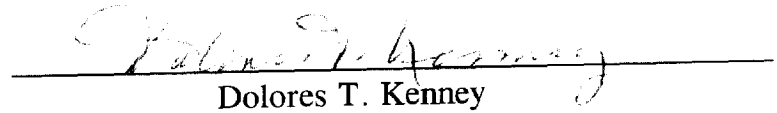
By

  
Dolores T. Kenney

Enclosure

CERTIFICATE OF MAILING

I hereby certify that this paper, fee and the attachments are being deposited with the United States Postal Service with sufficient postage prepaid as First Class Mail in an envelope addressed to: Box Assignments, Director - U.S. Patent and Trademark Office, Washington, D.C. 20231 on this 25<sup>th</sup> day of March, 2002.

  
Dolores T. Kenney

## ASSIGNMENT OF TRADEMARKS

WHEREAS, Advanstar Communications Inc., a New York corporation having a place of business at One Park Avenue, New York, New York 10016 ("Advanstar"), has adopted, used, is using and is the owner of the trademark GLOBAL COSMETIC INDUSTRY and U.S.

Trademark Registration No. 2,297,149 in the United States Patent and Trademark Office; and

WHEREAS, Allured Publishing Corporation, an Illinois corporation having a place of business at 362 South Schmale Road, Carol Stream, Illinois 60188 ("Allured"), is desirous of acquiring the trademark GLOBAL COSMETIC INDUSTRY and U.S. Registration No. 2,297,149 therefor, together with the goodwill of the business in connection with which the mark is used;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Advanstar does hereby assign to Allured all rights, title and interests in and to the trademark throughout the world and to the registration therefor for the United States together with the goodwill of the business in connection with which the mark is used and which is symbolized by the mark, along with the right to recover for damages and profits for past infringement thereof.

ADVANSTAR COMMUNICATIONS INC.

Date: December 20, 2001

By: \_\_\_\_\_



Eric Lisman  
Executive Vice President  
Corporate Development