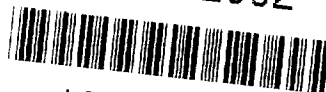


07-12-2002

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

REC

7



102153039

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): 7.08.02

Ziff Davis Publishing Holdings, Inc.

- ☐ Individual(s) ☐ Association
☐ General Partnership ☐ Limited Partnership
☒ Corporation-State Delaware
☐ 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: May 28, 2002

2. Name and address of receiving party(ies)

Name: Advanstar Communications Inc.

Internal

Address: _____

Street Address: 545 Boylston St.

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

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

A. Trademark Application No.(s) 76/029029

76/029030

B. Trademark Registration No.(s) _____

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, Buchanan, Smith
& Frederick, P.A.

700 Lonsdale Bldg.

Street Address: 302 West Superior St.

City: Duluth State: MN Zip: 55802

6. Total number of applications and
registrations involved: 2

7. Total fee (37 CFR 3.41).....\$ 65

- ☒ Enclosed
☐ Authorized to be charged to deposit account

8. Deposit account number:

DO NOT USE THIS SPACE

9. Signature.

07/11/2002 DBYRNE 00000170 76029029

01 FC:481
02 FC:482

Martha M. Markusen
Name of Person Signing

Signature

7/8/02
Date

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: 002542 FRAME: 0388

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment") is made and entered into as of May 28, 2002 ("Effective Date") by and between ZIFF DAVIS PUBLISHING HOLDINGS INC., a Delaware corporation with its principal office at 28 East 28th Street, New York, New York 10016 ("Assignor"), and ADVANSTAR COMMUNICATIONS INC., a New York corporation with its principal office at 545 Boylston Street, Boston, Massachusetts 02116 ("Assignee"). Certain capitalized terms used but not otherwise defined herein shall have the meaning accorded them in the Agreement (as hereinafter defined).

WHEREAS, Assignor's parent, Ziff Davis Media Inc., and Assignee are parties to that certain Asset Purchase Agreement between Assignor's parent and Assignee dated May 23, 2002 (the "Agreement"); and

WHEREAS, pursuant to the Agreement, Assignor wishes to assign to Assignee, and Assignee wishes to acquire from Assignor, the United States trademark applications related to the Business, as defined in the Agreement, and as set forth on Schedule A attached hereto (collectively, the "Marks").

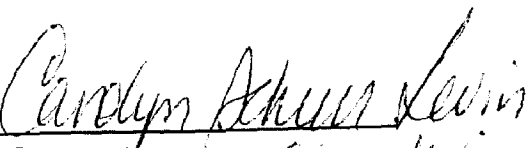
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns, transfers and sets over to Assignee the entire right, title and interest in and to the Marks, including, without limitation, any registrations and applications therefor, any renewals and extensions of the registrations, and all other corresponding rights that are or may be secured under the laws of the United States, now or hereafter in effect, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns or 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 hereby requests the Commissioner of Patents and Trademarks to record Assignee as the assignee and owner of the Marks.

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed by their duly authorized representatives as of the Effective Date.

ZIFF DAVIS PUBLISHING
HOLDINGS INC.

ADVANSTAR COMMUNICATIONS INC.

By: 
Name: Carolyn Schurr Levin
Title: VP, General Counsel & Secretary

By: 
Name: Eric Lisman
Title: EVP - Corporate Development

STATE OF NEW YORK)
) ss.
COUNTY OF NEW YORK)

On this 28th day of May, 2002, there appeared before me Carolyn Schuss Levin,
personally known to me, who acknowledged that he signed the foregoing Assignment as his
voluntary act and deed on behalf and with full authority of Ziff Davis Publishing Holdings Inc.

TARA L. GARFINKLE
NOTARY PUBLIC, State of New York
No.01GA6068692
Qualified in New York County
Commission Expires January 14, 2006

Tara L. Garfinkle
Notary Public

COMMONWEALTH OF MASSACHUSETTS)
) ss.
COUNTY OF)

On this 28th day of May, 2002, there appeared before me _____,
personally known to me, who acknowledged that he signed the foregoing Assignment as his
voluntary act and deed on behalf and with full authority of Advanstar Communications Inc.

Notary Public

SCHEDULE A

U.S. TRADEMARK APPLICATIONS

Application No.

Mark

76/029030

The Net Economy

76/029029

The Net Economy