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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):

MCA Communications, LLC

- ☐ Individual(s) ☐ Association
☐ General Partnership ☐ Limited Partnership
☐ Corporation-State
☒ Other Delaware Limited Liability Co.

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

3. Nature of conveyance:

- ☒ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☐ Other _____

Execution Date: June 7, 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 Massachusetts
☐ 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) _____

B. Trademark Registration No.(s) 157464

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 Building

Street Address: 302 West Superior St.

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: _____

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2002 JUL -8 AM 10:39
FINANCE SECTION

9. Signature.

07/11/2002 DBYRNE 00000169 157464

01 FC:481

Martha M. Markusen
Name of Person Signing

[Signature]
Signature

July 8, 2002

Date

Total number of pages including cover sheet, attachments, and document: 2

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: 0392

ASSIGNMENT OF TRADEMARK

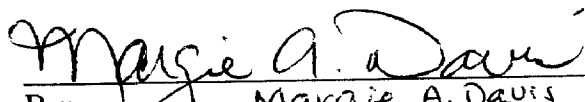
WHEREAS, MCA Communications, LLC (Assignor), a Delaware limited liability company, having its principal offices at 68-860 Perez Road, Cathedral City, CA 92334 has adopted, used, is using and is the owner of the trademark MOTOR SERVICE (Stylized) Registration No. 157464, registered in the United States Patent and Trademark Office;

WHEREAS, Advanstar Communications Inc. (Assignee), a New York corporation, having its principal place of business at 545 Boylston St., Boston, Massachusetts 02116 is desirous of acquiring said mark;

Now, therefore, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee, and its successors in interest, all right, title and interest in and to said mark, together with the goodwill of the business symbolized by said mark and registration thereof, and including all common-law and other rights in said mark, all claims, demands and causes for action, both at law and in equity, that Assignor may have, or may hereinafter acquire, on account of any infringement of said mark prior to the date hereof, and does hereby empower Assignee, and its successors in interest, to sue for and collect the same, to its and their own and absolute use.

IN WITNESS WHEREOF, the undersigned, being duly authorized and acting on behalf of Assignor, does hereby execute this assignment on the 7th day of June 2002.

MCA Communications, LLC


By: Margie A. Davis
Title: CORPORATE SECRETARY