

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:

NEW ASSIGNMENT

NATURE OF CONVEYANCE:

ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Global Information Licensing Corporation		10/01/2003	CORPORATION: FLORIDA

RECEIVING PARTY DATA

Name:	Advanstar Communications Inc.
Street Address:	131 West First Street
Internal Address:	Sixth Floor
City:	Duluth
State/Country:	MINNESOTA
Postal Code:	55802
Entity Type:	CORPORATION: NEW YORK

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Serial Number:	76493586	MEDICAL ECONOMICS VIRTUAL

CORRESPONDENCE DATA

Fax Number: (218)725-6800

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: (218) 725-6840

Email: mmarkusen@fryberger.com

Correspondent Name: Martha Markusen

Address Line 1: 302 West Superior Street

Address Line 2: Suite 700

Address Line 4: Duluth, MINNESOTA 55802

NAME OF SUBMITTER:

Martha Markusen

Total Attachments: 2

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TRADEMARK
REEL: 002776 FRAME: 0770

TRADEMARK ASSIGNMENT

THIS AGREEMENT is effective as of October 1, 2003.

WHEREAS, Global Information Licensing Corporation, a corporation organized and existing under the laws of the state of Florida, having an office at 650 Naamans Road, Claymont, Delaware 19703 (hereinafter referred to as "Assignor"), has adopted, acquired, used and is using exclusively in its business the trademark listed on Schedule A attached hereto; and

WHEREAS, Advanstar Communications Inc., a New York corporation, with a principal place of business located at 7500 Old Oak Boulevard, Cleveland, OH 44130, (hereinafter referred to as "Assignee") is desirous of acquiring all right, title and interest in and to said trademark, including the business to which the mark pertains,

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign unto Assignee, its successors and assigns all of its right, title and interest in and to the trademark listed on Schedule A, together with the entire business to which the mark pertains and with all the goodwill of the business symbolized by said marks, and together with the right to sue and collect damages and/or profits for past infringements of said marks, the intent hereof being substitute Assignee in the place of Assignor.

GLOBAL INFORMATION LICENSING
CORPORATION

By: 

Name: James R. Schurr
Title: President

SCHEDULE A

Trademark

Serial No.

MEDICAL ECONOMICS
VIRTUAL CLASSROOM

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