

## 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
Institute of Validation Technology, Inc.		03/08/2004	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: 3

Property Type	Number	Word Mark
Registration Number:	2240014	INSTITUTE OF VALIDATION TECHNOLOGY
Registration Number:	2046800	JOURNAL OF VALIDATION TECHNOLOGY
Serial Number:	76491612	JOURNAL OF GXP COMPLIANCE

## 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:

Linda Taylor

Total Attachments: 6

900006233

TRADEMARK  
REEL: 002811 FRAME: 0594

OP \$90.00 2240014

source=Assignment 1#page1.tif  
source=Assignment 2#page1.tif  
source=Assignment 3#page1.tif  
source=Assignment 4#page1.tif  
source=Assignment 5#page1.tif  
source=Assignment 6#page1.tif

## INTELLECTUAL PROPERTY ASSIGNMENT

This **INTELLECTUAL PROPERTY ASSIGNMENT** is made this 8<sup>th</sup> day of March, 2004 (this "Assignment"), by Institute of Validation Technology, Inc., a Florida corporation having a place of business at 200 Business Park Way – Suite F, Royal Palm Beach, FL 33411 ("IVT Inc."), and IVT Conference Division, Inc., a Florida corporation having a place of business at 200 Business Park Way – Suite F, Royal Palm Beach, FL 33411 ("IVT Conferences" and, together with IVT Inc., "Seller"), to Advanstar Communications Inc., a New York corporation having a place of business at 545 Boylston Street, Boston, MA 02116 ("Buyer"). Capitalized terms used but not defined in this Assignment shall have the meanings assigned to them in the Asset Purchase Agreement (as defined below).

**WHEREAS**, pursuant to the terms of the Asset Purchase Agreement dated as of February 19, 2004 (the "Asset Purchase Agreement"), by and among Seller, Glenn Melvin, John Kirchner and Buyer, Seller has agreed to sell, transfer, assign and deliver to Buyer, among other things, the Copyrights, the Trademarks, the Website and all other domain names and URLs used, reserved or registered by Seller, all lists and databases of Seller in any and all forms and media, all trade names and service names and all other intellectual property rights of Seller, in each case to the extent used or held for use in the conduct of the Business (together with the Copyrights, the Trademarks, and the Website, the "Intellectual Property").


**NOW, THEREFORE**, in consideration of the premises contained herein and in the Asset Purchase Agreement, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Seller by these presents does hereby sell, assign, transfer and set over unto Buyer, its successors, legal representatives and assigns forever, all of the right, title and interest in and to the Intellectual Property (including the registered Trademarks and Copyrights set forth on Annex A hereto), and all common law and statutory right, title and interest in the Intellectual Property, together with all goodwill associated with the Business with which the Trademarks were used and which is symbolized by the Trademarks, along with the right to recover for damages and profits for past infringements of the Intellectual Property.

Seller shall, for no additional consideration, execute such individual confirmatory assignment deeds, change of name or address certificates, domain name transfers or other documents prepared by Buyer necessary for the effectuation or recordation of the assignments and transfers contemplated by this Assignment.

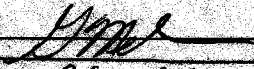
This Assignment shall be effective as of the date first above written.

IN WITNESS WHEREOF, the parties have duly signed this Assignment the day and  
year first written above.

INSTITUTE OF VALIDATION TECHNOLOGY, INC.

By:   
Name: *Glenn Helvin*  
Title: *President*

IVT CONFERENCE DIVISION, INC.

By:   
Name: *Glenn Helvin*  
Title: *President*

State of Florida  
County of Palm Beach

I, a notary public for the state aforesaid, do hereby certify that  
Melan Melvin, the signatory of Institute of Validation Technology, Inc.,  
appeared before me this day in person and acknowledged the execution of the foregoing  
Assignment on behalf of Institute of Validation Technology, Inc. as such person's free and  
voluntary acts.

IN WITNESS WHEREOF, I have hereunto set my hand and notarial seal this  
8<sup>th</sup> day of March, 2004.

Susan Czapliski  
Notary Public

My commission expires:



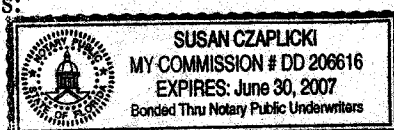
State of Florida  
County of Palm Beach

I, a notary public for the state aforesaid, do hereby certify that  
Melan Melvin, the signatory of IVT Conference Division, Inc., appeared before me  
this day in person and acknowledged the execution of the foregoing Assignment on behalf  
of IVT Conference Division, Inc. as such person's free and voluntary acts.

IN WITNESS WHEREOF, I have hereunto set my hand and notarial seal this  
8<sup>th</sup> day of March, 2004.

Susan Czapliski  
Notary Public

My commission expires:



**ANNEX A**

**REGISTERED TRADEMARKS**

**TRADEMARK**

**REEL: 002811 FRAME: 0599**

Trademark Description	Registration Number	Registration Date	Notes
Institute of Validation Technology	2,240,014	4/13/1999	
Journal of Validation Technology	2,046,800	3/18/1997	
Journal of GXP Compliance	Serial # 76/491612	Filing Date 02/19/03	*Changed journal name pending registration number.

REGISTERED COPYRIGHTS

None