


<div>Form PTO-1594 (Rev. 10/02) OMB No 0651-0027 (exp. 6/30/2005) Tab settings</div>		<div>RECORDATION FORM COVER SHEET TRADEMARKS ONLY</div>		<div>U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office</div>	
To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.					
<div>1. Name of conveying party(ies): Advanstar Communications Inc</div> <div><input type="checkbox"/> Individual(s) <input type="checkbox"/> General Partnership <input checked="" type="checkbox"/> Corporation-State <input type="checkbox"/> Other</div> <div><input type="checkbox"/> Association <input type="checkbox"/> Limited Partnership</div> <div>Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</div>			<div>2. Name and address of receiving party(ies) Name: Pfingsten Publishing, L.L.C. Internal Address: Suite 280 Street Address: 5700 Lombardo Center Drive City: Seven Hills State: Or Zip: 44131</div> <div><input type="checkbox"/> Individual(s) citizenship <input type="checkbox"/> Association <input type="checkbox"/> General Partnership <input type="checkbox"/> Limited Partnership <input type="checkbox"/> Corporation-State <input checked="" type="checkbox"/> Other Delaware -Limited Liability Company</div> <div><small>If assignee is not domiciled in the United States, a domestic representative designation is attached: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No (Designations must be a separate document from assignment) Additional name(s) & address(es) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</small></div>		
<div>3. Nature of conveyance <input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Security Agreement <input type="checkbox"/> Other</div> <div><input type="checkbox"/> Merger <input type="checkbox"/> Change of Name</div> <div>Execution Date: 3/12/04</div>			<div>4. Application number(s) or registration number(s): A. Trademark Application No.(s) B. Trademark Registration No.(s) 2,125,500 2,269,003, 1,718,000</div> <div>Additional number(s) attached <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</div>		
<div>5. Name and address of party to whom correspondence concerning document should be mailed Name: Deborah Wing Internal Address: KMZ Rosenman Suite 1600 Street Address: 525 West Monroe Street City: Chicago State: IL Zip: 60661</div>			<div>6. Total number of applications and registrations involved. 3</div> <div>7. Total fee (37 CFR 3.41). \$ 90.00 <input type="checkbox"/> Enclosed <input checked="" type="checkbox"/> Authorized to be charged to deposit account</div> <div>8. Deposit account number: 50-1214</div>		
DO NOT USE THIS SPACE					
<div>9. Signature: Deborah Wing Name of Person Signing</div> <div> Signature</div> <div>March 16, 2004 Date</div> <div>Total number of pages including cover sheet, attachments, and document. 4</div>					

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patent & Trademarks, Box Assignments
Washington, D.C. 20231

CH \$90.00 501214 2125500

TRADEMARK ASSIGNMENT

This **TRADEMARK ASSIGNMENT** ("Assignment") is made this 12~~th~~ day of March, 2004, by Advanstar Communications Inc., a New York corporation c/o Advanstar Communications, Inc., 545 Boylston Street, Boston, Massachusetts 02116 ("Assignor"), to Pfingsten Publishing, L.L.C., a Delaware limited liability company, c/o Pfingsten Publishing, L.L.C., 5700 Lombardo Center Drive, Suite 280, Seven Hills, OH 44131 ("Assignee").

WHEREAS, Assignor has adopted and used in its business the trademarks identified in Exhibit A hereto (the "Trademarks");

WHEREAS, Assignee desires the entire right, title and interest in and to the Trademarks, together with the registrations therefor and the goodwill of the business associated with the use of and symbolized by the Trademarks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee its entire right, title and interest in and to the Trademarks, and the registrations therefor, together with the goodwill of the business associated with and symbolized by the Trademarks and the right to sue and recover for past or future infringements of the Trademarks.


[Signature page follows.]

60257493

34

IN WITNESS WHEREOF, Assignor has executed this instrument.


ADVANSTAR COMMUNICATIONS INC.


By: Eric I. Lisman
Its: Executive Vice President

COMMONWEALTH OF MASSACHUSETTS)
) SS:
COUNTY OF SUFFOLK)

On this ____ day of March, 2004, before me personally came Eric I. Lisman known to me and to me known as the same individual whose name is subscribed to the foregoing instrument, and acknowledged that he executed the foregoing instrument as his free and voluntary act for the uses and purposes set forth.

OFFICIAL SEAL


Notary Public
My Commission Expires _____

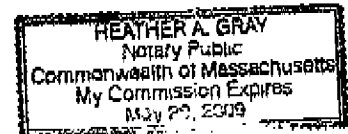


Exhibit A

MARK	JURISDICTION	REGISTRATION NUMBER	REGISTRATION DATE
ART BUSINESS NEWS	U.S.	2125500	12/30/1997
ARTEXPO NEW YORK	U.S.	2269003	08/13/1999
ARTEXPO PREVIEW	U.S.	1718000	09/22/1992