

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

| | | | |
|----------------------------------|--|-------------------------------|-----------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | CHANGE OF NAME | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Key3Media Events, Inc. | | 06/20/2003 | CORPORATION: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | MediaLive International Events, Inc. | | |
| Street Address: | 5700 Wilshire Blvd. #325 | | |
| City: | Los Angeles | | |
| State/Country: | CALIFORNIA | | |
| Postal Code: | 90036 | | |
| Entity Type: | CORPORATION: DELAWARE | | |
| PROPERTY NUMBERS Total: 3 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 78263093 | MEDIALIVE | |
| Serial Number: | 78263092 | MEDIALIVE INTERNATIONAL | |
| Serial Number: | 78263090 | MEDIALIVE INTERNATIONAL, INC. | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (312)554-8015 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Email: | rsacoff@pattishall.com | | |
| Correspondent Name: | Robert W. Sacoff, Esq. | | |
| Address Line 1: | 311 S. Wacker Drive, Suite 5000 | | |
| Address Line 4: | Chicago, ILLINOIS 60606 | | |
| ATTORNEY DOCKET NUMBER: | 00908-00212 | | |
| NAME OF SUBMITTER: | Robert W. Sacoff, Esq. | | |
| Total Attachments: 0 | | | |

CH \$90.00 78263093

**THIS
PAGE
INTENTIONALLY
LEFT
BLANK**