

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
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| NATURE OF CONVEYANCE: | CHANGE OF NAME |
|-----------------------|----------------|

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|--------------------------------|----------|----------------|-----------------------|
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Advanstar Communications, Inc. | | 07/02/2004 | CORPORATION: NEW YORK |

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| RECEIVING PARTY DATA | |
| Name: | POST, LLC |
| Street Address: | 620 West Elk Avenue |
| City: | Glendale |
| State/Country: | CALIFORNIA |
| Postal Code: | 91204 |
| Entity Type: | Limited Liability Company: CALIFORNIA |

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|---------------------------|---------|-----------|
| PROPERTY NUMBERS Total: 1 | | |
| Property Type | Number | Word Mark |
| Registration Number: | 1404020 | POST |

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|--|-------------------------------|
| CORRESPONDENCE DATA | |
| Fax Number: | (310)556-0832 |
| <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | |
| Phone: | 310-556-2356 |
| Email: | cdurgin@silverfreedman.com |
| Correspondent Name: | Catherine R. Durgin |
| Address Line 1: | 2029 Century Park East |
| Address Line 2: | 19th Floor |
| Address Line 4: | Los Angeles, CALIFORNIA 90067 |

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| NAME OF SUBMITTER: | Catherine R. Durgin |
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| Total Attachments: 2 source=POST LLC 2#page1.tif source=POST LLC 2#page2.tif |
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OP \$40.00 1404020

State of California

SECRETARY OF STATE



I, *Kevin Shelley*, Secretary of State of the State of California, hereby certify:

That the attached transcript of 1 page(s) has been compared with the record on file in this office, of which it purports to be a copy, and that it is full, true and correct.

IN WITNESS WHEREOF, I execute this certificate and affix the Great Seal of the State of California this day of

JUL 20 2004



Kevin Shelley
Secretary of State



State of California
Kevin Shelley
Secretary of State

LIMITED LIABILITY COMPANY
CERTIFICATE OF AMENDMENT

A \$30.00 filing fee must accompany this form.

ENDORSED - FILED
in the office of the Secretary of State
of the State of California

JUL 13 2004

KEVIN SHELLEY
Secretary of State

IMPORTANT - Read instructions before completing this form.

This Space For Filing Use Only

1. SECRETARY OF STATE FILE NUMBER

2. NAME OF LIMITED LIABILITY COMPANY

199817310035

BTR RITT, LLC

3. COMPLETE ONLY THE SECTIONS WHERE INFORMATION IS BEING CHANGED. ADDITIONAL PAGES MAY BE ATTACHED IF NECESSARY.

A. LIMITED LIABILITY COMPANY NAME (END THE NAME WITH THE WORDS "LIMITED LIABILITY COMPANY," "LTD. LIABILITY CO." OR THE ABBREVIATIONS "LLC" OR "L.L.C.")

POST, LLC

B. THE LIMITED LIABILITY COMPANY WILL BE MANAGED BY (CHECK ONE):

- ONE MANAGER
 MORE THAN ONE MANAGER
 ALL LIMITED LIABILITY COMPANY MEMBER(S)

C. AMENDMENT TO TEXT OF THE ARTICLES OF ORGANIZATION:

D. OTHER MATTERS TO BE INCLUDED IN THIS CERTIFICATE MAY BE SET FORTH ON SEPARATE ATTACHED PAGES AND ARE MADE A PART OF THIS CERTIFICATE. OTHER MATTERS MAY INCLUDE A CHANGE IN THE LATEST DATE ON WHICH THE LIMITED LIABILITY COMPANY IS TO DISSOLVE OR ANY CHANGE IN THE EVENTS THAT WILL CAUSE THE DISSOLUTION.

4. FUTURE EFFECTIVE DATE, IF ANY:

MONTH

DAY

YEAR

5. NUMBER OF PAGES ATTACHED, IF ANY:

6. IT IS HEREBY DECLARED THAT I AM THE PERSON WHO EXECUTED THIS INSTRUMENT, WHICH EXECUTION IS MY ACT AND DEED.

SIGNATURE OF AUTHORIZED PERSON

WILLIAM RITTWAGE, MEMBER

TYPE OR PRINT NAME AND TITLE OF AUTHORIZED PERSON

DATE

06/26/04

7. RETURN TO:

NAME BARRY M. WEISZ, ESQ.
FIRM SILVER & FREEDMAN, APLC
ADDRESS 2029 CENTURY PARK EAST, 19TH FLOOR
CITY/STATE LOS ANGELES, CALIFORNIA
ZIP CODE 90067-3005

