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
Advanstar Communications, Inc.		07/02/2004	CORPORATION: NEW YORK

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

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	1404020	POST

CORRESPONDENCE DATA

Fax Number: (310)556-0832

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

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

NAME OF SUBMITTER: Catherine R. Durgin

Total Attachments: 2

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> TRADEMARK REEL: 002927 FRAME: 0475

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SECRETARY OF STATE

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

That the attached transcript of _____ 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 2 0 2004

Secretary of State

TRADEMARK REEL: 002927 FRAME: 0476



State of California Kevin Shelley Secretary of State

LIMITED LIABILITY COMPANY CERTIFICATE OF AMENDMENT

A \$30.00 filling fee must accompany this form

ENDORSED - FILED

in the office of the Secretary of State of the State of California

JUL 1 3 2004

KEVIN SHELLEY Secretary of State

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RECORDED: 09/01/2004

TRADEMARK

APPROVED BY SECRETARY OF STATE

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