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| RECORDATION FORM COVER SHEET   |   |                                |  |  |  |  |  |
|--|---|--------------------------------|--|--|--|--|--|
| TRADEMARKS ONLY  | To the Commissioner of Trademarks   | TRADEMARKS ON                  |  |  |  |  |  |
|  | BOX ASSIGNMENTS   |                                |  |  |  |  |  |
|  | ttached original document or copy thereof.  |                                |  |  |  |  |  |
| <ol> <li>Name of conveying Party(ies): TRADE SHOW EXHIBITORS ASSOCIATION</li> </ol>  | <ol> <li>Name and Address of Receiving Party(ies):<br/>NATIONAL TRADE PRODUCTIONS, INC.<br/>313 S. Patrick Street<br/>Alexandria, Virginia 22314</li> </ol> |                                |  |  |  |  |  |
| Entity:Individual(s)AssociationGeneral PartnershipLimited PartnershipCorporation x_Other: Not-for-profit corporation of Illinois | Entity: Individual Association General Partnership Limited Partnership _x_ Corporation of Virginia Other  |                                |  |  |  |  |  |
| Additional Name(s) of Conveying Part<br>attached? _ Yes _X_ No   | y(ies If assignee is not domiciled in the United States<br>Representative designation is attached: Ye   |                                |  |  |  |  |  |
|  | ons must be a separate document from Assignment litional Name(s) & Address(es) attached Yes X No  |                                |  |  |  |  |  |
| 4. Application number(s) or registratio<br>U. S. Reg. Nos. 1,016,440<br>1,614,171<br>2,161,426                                   | on number(s) Additional sheet attached? Yes _X_ No  |                                |  |  |  |  |  |
|  | Additional numbers attached? (_) Yes (X) No   |                                |  |  |  |  |  |
| 5. Name and Address of Party to who correspondence concerning docum Name: Gary M. Nath, Esq.  nternal Address: NATH & ASSOCIAT   | ent involved: 3 7. Total fee (37 CFR 3.41) \$90.00 (_) Enclosed (_X) Authorized to be charged to Deposit Account (charge any require                        | red fee or credit overpayment) |  |  |  |  |  |

| Statement and Signature:  |
|---|
| To the best of my knowledge and belief, the foregoing information is true and correct and any |
| attached copy is a true copy of the original document.  |
| Signed on: 11/8/2004 (date)   |
| Signed on: /// b/ / (date)  |

(Signature) (Name of Person Signing)

TOTAL NUMBER OF PAGES COMPRISING COVER SHEET: 1

TRADEMARK REEL: 002973 FRAME: 0132

### TRADEMARKS ASSIGNMENT

Dated as of October 25, 2004

WHEREAS, TRADE SHOW EXHIBITORS ASSOCIATION, an Illinois not-for-profit corporation located and doing business at 2301 South Lake Shore Drive, Chicago, IL 60616 ("Assignor"), own the trademarks, and the registrations thereof, set out in Schedule "A" attached hereto;

WHEREAS, NATIONAL TRADE PRODUCTIONS, INC., a Virginia corporation located and doing business at 313 S. Patrick Street, Alexandria, VA 22314 ("Assignee"), is desirous of acquiring said trademarks, and the registrations thereof, and all goodwill associated with the portion of Assignor's business that is symbolized by said trademarks:

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee, all rights, title and interest in and to said trademarks, together with the goodwill of the portion of Assignor's business that is symbolized by said trademarks, and with all claims that could be asserted by Assignor arising out of or relating to the use or ownership of said trademarks.

Upon request of Assignee, Assignor covenants to execute and deliver to Assignee such further instruments of conveyance, transfer and confirmation and take such other action as Assignee may reasonably request from time to time on or after the date hereof, at Assignee's cost but without further consideration, in order to more effectively convey and transfer to Assignee said trademarks, and the registrations thereof, together with the goodwill of the portion of Assignor's business that is symbolized by said trademarks, and with all claims that could be asserted by Assignor arising out of or relating to the use or ownership of said trademarks.

Nothing expressed or implied herein is intended to confer upon any person, other than Assignor and Assignee and their respective successors and assigns, any rights, remedies, obligations or liabilities under or by reason of this

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TRADEMARK REEL: 002973 FRAME: 0133 Trademarks Assignment. This Trademarks Assignment shall inure to the benefit of and be binding upon the parties and their respective successors and assigns.

This Trademarks Assignment may not be amended or modified, except by an instrument in writing signed by the Assignor and Assignee.

This Trademarks Assignment shall be construed and enforced in accordance with the laws of the State of Illinois. Any dispute arising out of or relating to the subject matter of this Trademark Assignment shall be settled by arbitration in accordance with the provisions of Section 9.09 of that certain Asset Purchase and Sale Agreement among the parties hereto.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be duly executed as of the date first above written.

## TRADE SHOW EXHIBITORS ASSOCIATION

Name: Michael Bandy

Title: President

STATE OF ILLINOIS

: SS.

COUNTY OF COOK

On October 2. 2004 before me, the undersigned, personally appeared Michael Bandy, personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his capacity, and that by his/her/their signature(s) on the instrument, the individual, or the person upon behalf of which the individual acted, executed the instrument.

Notary Public

OFFICIAL SEAL
SUSAN J. GATES
NOTARY PUBLIC, STATE OF ILLINOIS
MY COMMISSION EXPIRES 7-27-2008

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### Schedule A

# TRADEMARKS ASSIGNMENT Dated October 25, 2004

Assignor: TRADE SHOW EXHIBITORS ASSOCIATION

Assignee: NATIONAL TRADE PRODUCTIONS, INC.

| COUNTRY          | MARK                                   | STATUS     | GOODS AND SERVICES DESCRIPTION   | REGISTRATION NO. | REGISTRATION<br>DATE  |
|------------------|--|------------|--|------------------|-----------------------|
| United<br>States | The Trade Show<br>About Trade<br>Shows | Registered | IC 035. US 100 101 102. G & S: organizing, promoting and conducting trade shows in the exhibit and trade show industry. First use: 19730000. First use in commerce: 19730000   | 2161426          | June 2, 1998          |
| United<br>States | TS2                                    | Registered | IC 035. US 101. G & S: Trade show advisory and consulting services, and arranging contacts between exhibitors and trade show providers. First use: 19890700. First use in commerce: 19890700   | 1614171          | September 18,<br>1990 |
| United<br>States | TS 2                                   | Registered | IC 035. US 101. G & S: advice and consultation to trade show exhibitors and arranging for contacts between such exhibitors and those who provide services and materials used in putting together trade shows. First use: 19730200. First use in commerce: 19730200 | 1016440          | July 22, 1975         |

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**RECORDED: 11/08/2004** 

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**TRADEMARK REEL: 002973 FRAME: 0135**