

# TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT																																							
NATURE OF CONVEYANCE:	PARTIAL RELEASE OF SECURITY INTEREST IN TRADEMARK COLLATERAL																																							
<b>CONVEYING PARTY DATA</b>																																								
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th style="width: 30%;">Name</th> <th style="width: 25%;">Formerly</th> <th style="width: 20%;">Execution Date</th> <th style="width: 25%;">Entity Type</th> </tr> <tr> <td>FLEET NATIONAL BANK, AS ADMINSTRATIVE AGENT</td> <td></td> <td>05/23/2005</td> <td>BANK, FINANCIAL INSTITUTION:</td> </tr> </table>	Name	Formerly	Execution Date	Entity Type	FLEET NATIONAL BANK, AS ADMINSTRATIVE AGENT		05/23/2005	BANK, FINANCIAL INSTITUTION:																																
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<b>RECEIVING PARTY DATA</b>																																								
Name:	ADVANSTAR COMMUNICATIONS INC.																																							
Street Address:	131 WEST FIRST STREET																																							
Internal Address:	SIXTH FLOOR																																							
City:	DULUTH																																							
State/Country:	MINNESOTA																																							
Postal Code:	55802																																							
Entity Type:	CORPORATION: NEW YORK																																							
<b>PROPERTY NUMBERS Total: 87</b>																																								
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Registration Number:	2445329	COMPETITIVE CARRIER																																						

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**TRADEMARK**  
**REEL: 003094 FRAME: 0007**

Registration Number:	2576820	CUSTOMER CONTACT WEEK
Registration Number:	2574657	CUSTOMER INTERFACE
Registration Number:	2450373	CUSTOMER RELATIONSHIP MANAGEMENT SOLUTIONS
Registration Number:	2376210	DCC EXPO
Registration Number:	2530946	DVD FESTIVAL
Registration Number:	1337123	
Registration Number:	2583937	E-LEARNING MAGAZINE
Registration Number:	1476386	ENTERTAINMENT MERCHANDISING
Registration Number:	2405724	FIELD SERVICE SOLUTIONS
Registration Number:	2897524	FRONTLINE SOLUTIONS
Registration Number:	2564770	GEOSPATIAL SOLUTIONS
Registration Number:	2341952	GOLFDOM
Registration Number:	1666686	GPS WORLD
Registration Number:	1382276	GREEN BOOK
Registration Number:	1618020	HAIRCOLOR USA
Registration Number:	1758302	HOTEL & MOTEL MANAGEMENT
Registration Number:	1578043	IBS
Registration Number:	2329175	ICCM
Registration Number:	1882460	INTERNATIONAL BEAUTY SHOW
Registration Number:	2811953	LANDSCAPE DESIGN/BUILD
Registration Number:	1557418	LANDSCAPE MANAGEMENT
Registration Number:	2777012	LEARNING & TRAINING WEEK
Registration Number:	1362332	LONG BEACH HAIRDRESSER'S GUILD'S
Registration Number:	1584614	LP/GAS
Registration Number:	2907422	LUXURY TRAVEL GUIDE
Registration Number:	2712207	THE NET ECONOMY
Registration Number:	1581463	OFFICIAL BOARD MARKETS
Registration Number:	2615805	PARCEL LOGISTICS EXPO SOLUTIONS FOR MASTERING THE FULFILLMENT PROCESS
Registration Number:	869723	PEST CONTROL
Registration Number:	1899120	ON DEMAND DIGITAL PRINTING & PUBLISHING
Registration Number:	828228	PAPERBOARD PACKAGING
Registration Number:	1960218	PIT & QUARRY
Registration Number:	508767	PIT & QUARRY
Registration Number:	2474370	PREMIER HONEYMOONS

Registration Number:	2170599	PREMIER HOTELS & RESORTS
Registration Number:	2848753	PREMIER ROMANCE
Registration Number:	2376305	PREMIER SPAS
Registration Number:	2419821	RESPONSE
Registration Number:	2198428	RNT
Registration Number:	1072234	RSI
Registration Number:	1806882	SALON NEWS
Registration Number:	1389382	SAN DIEGO BEAUTY & TRADE SHOW
Registration Number:	1360961	SCAN-TECH
Registration Number:	1818907	SENSORS
Registration Number:	1867152	SENSORS EXPO
Registration Number:	2417023	SENSORS EXPRESS
Registration Number:	2552603	SENSORS EXPRESS THE NEWS YOU CHOOSE
Registration Number:	2403624	SENSORS EXPRESS
Registration Number:	2384041	SHADES OF BEAUTY
Registration Number:	2211250	TECHLEARN
Registration Number:	2369565	TELECOM INVESTOR
Registration Number:	2346550	TELEPRESS LATINOAMERICA
Registration Number:	1399352	TRAVEL AGENT
Registration Number:	1934846	TRAVEL AGENT OFFICIAL TRAVEL INDUSTRY DIRECTORY
Registration Number:	1365533	VIDEO STORE
Registration Number:	2633869	WIRELESSAMERICAS
Registration Number:	2242228	WIRELESS ASIA
Registration Number:	2236287	WIRELESS COMUNICACIONES
Serial Number:	78376756	APPLIED MOBILITY
Serial Number:	78376752	APPLIED MOBILITY
Serial Number:	78505020	HOME MEDIA RETAILING
Serial Number:	78536293	HOME MEDIA RESEARCH
Serial Number:	78491614	HOME MEDIA RETAILING
Serial Number:	78370469	HOTEL DESIGN
Serial Number:	78503447	INTERNATIONAL SENSORS EXPO & CONFERENCE
Serial Number:	78476303	LUXURY AGENT
Serial Number:	78491322	LUXURY TRAVEL ADVISOR
Serial Number:	78407838	LUXURY TRAVEL EXPO
Serial Number:	78483772	ON DEMAND

Serial Number:	78500535	PP&E PORTABLE PLANTS & EQUIPMENT
Serial Number:	78432407	PREMIER HOTELS & RESORTS
Serial Number:	78491977	RFID SYSTEMS
Serial Number:	78484211	RFID SYSTEMS
Serial Number:	78482979	WIRELESS SENSORS
Serial Number:	78492065	WIRELESS SENSORS
Serial Number:	78518471	TECHLEARN

# CORRESPONDENCE DATA

Fax Number: (312)701-7711  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 3127017237  
Email: cdore@mayerbrownrowe.com  
Correspondent Name: Christopher Dore  
Address Line 1: 190 S. LaSalle St.  
Address Line 2: Mayer Brown Rowe & Maw LLP  
Address Line 4: Chicago, ILLINOIS 60603

NAME OF SUBMITTER:	Christopher Dore
Signature:	/Christopher Dore/
Date:	05/31/2005

Total Attachments: 8  
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**PARTIAL RELEASE OF SECURITY INTEREST**  
**IN**  
**TRADEMARK COLLATERAL**

This PARTIAL RELEASE OF SECURITY INTEREST IN TRADEMARK COLLATERAL (this "Partial Release"), dated as of May 23, 2005 (the "Effective Date") is made by Fleet National Bank, as administrative agent (the "Administrative Agent") under the Credit Agreement (as defined below). All capitalized terms not otherwise defined herein have the meanings set forth in the Credit Agreement.

WHEREAS, Advanstar Communications Inc., a New York corporation (the "Borrower") and the Administrative Agent entered into that certain Amended and Restated Credit Agreement, dated as of November 7, 2000 (as amended, supplemented, amended and restated or otherwise modified from time to time, the "Credit Agreement"), among the Borrower, the various financial institutions from time to time party thereto (collectively, the "Lenders"), the Administrative Agent, DLJ Capital Funding, Inc., as Lead Arranger and Syndication Agent, and Barclays Bank plc, as Documentation Agent;

WHEREAS, pursuant to the Credit Agreement, the Borrower executed certain Trademark Security Agreements, (collectively, the "Trademark Security Agreements"), in favor of the Administrative Agent, pursuant to which the Borrower granted to the Administrative Agent a continuing security interest in all of the Borrower's right, title and interest in, to and under the trademark collateral identified therein (the "Trademark Collateral"), to secure the payment, performance and observance of the Obligations;

WHEREAS, the Trademark Security Agreements were recorded at the United States Patent and Trademark Office;

WHEREAS, pursuant to that certain Asset Purchase Agreement, dated as of April 2, 2005, among the Borrower, Advanstar, Inc., a Delaware corporation, Advanstar Expositions Canada Limited, a Federal Canadian Corporation, and Advanstar.com, Inc., a Delaware corporation (collectively, the "Sellers"), and Questex Media Group, Inc. (the "Buyer"), the Sellers are selling and the Buyer is buying (a) certain assets of the Sellers used in connection with the business of (i) publishing, marketing and selling the Publications (as defined in the Purchase Agreement), (ii) organizing, producing, marketing and selling the Shows (as defined in the Purchase Agreement) and (iii) owning and operating the Websites (as defined in the Purchase Agreement) (collectively, the "Business") and (b) (i) 50,000 shares of Advanstar Asia Limited, a Hong Kong company, (ii) 18,646,865 *quotas* of Advanstar Editora e Comunicacoes Ltda., a Brazilian limited liability company, and (iii) 50% of the outstanding partnership interests in Home Entertainment Events, a Delaware general partnership, in each case owned by the Sellers (collectively, the "Interests" and together with the Business but solely to the extent that the foregoing property is being sold under the Purchase Agreement, the "Properties");

WHEREAS, in connection with the sale of the Properties, the Borrower has requested, in a letter dated as of May 19, 2005 (the "Lien Release Request") and delivered to the Administrative Agent prior to the date hereof, that the Administrative Agent release its security

interest in the portion of the Properties owned by the Borrower, which constitutes Collateral under the Loan Documents (such portion hereafter referred to as the "ACI Properties"); and

WHEREAS the Trademark Collateral listed on Schedule I attached hereto and made a part hereof (collectively, the "Released Trademark Collateral") constitutes a portion of the ACI Properties;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Administrative Agent hereby releases, without any representation and warranty of any kind, its security interest in and to the Released Trademark Collateral and reassigns any and all right, title and interest it may have in the Released Trademark Collateral to the Borrower.

The Administrative Agent agrees, at the Borrower's expense, to cooperate with the Borrower to provide the Borrower with the information and additional authorization necessary to effect the release of the Administrative Agent's security interest in the Released Trademark Collateral.

This Partial Release does not constitute a waiver or release of the Obligations for which the Released Trademark Collateral was given as security or a waiver, release or subordination of the Lien of any other security agreements, pledge agreements, mortgages, deeds of trust or other instruments given as security for the Obligations, and the remaining property described in any such other security agreements, pledge agreements, mortgages, deeds of trust or other instruments given as security for the Obligations shall continue to be held by the secured party, mortgagees or trustees under such other security agreements, mortgages, deeds of trust or other instruments given as security for the same obligations in accordance with the terms thereof.

IN WITNESS WHEREOF, the Administrative Agent has caused this Partial Release to be executed by its duly authorized representative as of the Effective Date.

FLEET NATIONAL BANK,  
as Administrative Agent

By: 

Name: Amy Peden

Title: Vice President

17294723

## **SCHEDULE I**

### **Released Trademark Collateral**

See attached.



<b>Advanstar Communications Inc. Trademarks</b>			
<b>MARK</b>	<b>REGDATE</b>	<b>REGNO</b>	<b>OWNER</b>
ABILITIES EXPO	4/22/1997	2055343	Advanstar Communications Inc.
AMERICAN SALON	4/20/1993	1765843	Advanstar Communications Inc.
AMERICAN SALON	11/26/1985	1373157	Advanstar Communications Inc.
AMERICAN SPA	9/8/1998	2188654	Advanstar Communications Inc.
AMERICAN SPA EXPO	3/30/2004	2828715	Advanstar Communications Inc.
AMERICA'S NETWORK	7/4/1995	1903938	Advanstar Communications Inc.
APPLIED MOBILITY		78376756	Advanstar Communications Inc.
APPLIED MOBILITY		78376752	Advanstar Communications Inc.
BROWN'S DIRECTORY OF NORTH AMERICAN AND INTERNATIONAL GAS COMPANIES	1/2/1990	1574871	Advanstar Communications Inc.
CADALYST	12/8/1998	2209005	Advanstar Communications Inc.
CALLCENTERLIVE	7/11/2000	2367257	Advanstar Communications Inc.
COLLABORATE CONFERENCE & EXPO	5/20/2003	2718214	Advanstar Communications Inc.
COMPETITIVE CARRIER	4/17/2001	2445329	Advanstar Communications Inc.
CUSTOMER CONTACT WEEK	6/4/2002	2576820	Advanstar Communications Inc.
CUSTOMER INTERFACE	5/28/2002	2574657	Advanstar Communications Inc.
CUSTOMER RELATIONSHIP MANAGEMENT SOLUTIONS	5/8/2001	2450373	Advanstar Communications Inc.
DCC EXPO	8/8/2000	2376210	Advanstar Communications Inc.
DVD FESTIVAL	1/15/2002	2530946	Advanstar Communications Inc.
DESIGN (HOME MEDIA RETAILING)		78505020	Advanstar Communications Inc.
DESIGN (LADIES HEAD)	5/21/1985	1337123	Advanstar Communications Inc.
E-LEARNING MAGAZINE	6/18/2002	2583937	Advanstar Communications Inc.
ENTERTAINMENT MERCHANDISING	2/9/1988	1476386	Advanstar Communications Inc.
FIELD SERVICE SOLUTIONS	11/21/2000	2405724	Advanstar Communications Inc.

<b>Advanstar Communications Inc. Trademarks</b>			
<b>MARK</b>	<b>REGDATE</b>	<b>REGNO</b>	<b>OWNER</b>
FRONTLINE SOLUTIONS	10/26/2004	2897524	Advanstar Communications Inc.
GEOSPATIAL SOLUTIONS	4/23/2002	2564770	Advanstar Communications Inc.
GOLFDOM	4/11/2000	2341952	Advanstar Communications Inc.
GPS WORLD	12/3/1991	1666686	Advanstar Communications Inc.
GREEN BOOK	2/11/1986	1382276	Advanstar Communications Inc.
HAIRCOLOR USA	10/16/1990	1618020	Advanstar Communications Inc.
HOME ENTERTAINMENT RETAIL EXPO		78396415	Home Entertainment Events
HOME MEDIA RESEARCH		78536293	Advanstar Communications Inc.
HOME MEDIA RETAILING		78491614	Advanstar Communications Inc.
HOTEL & MOTEL MANAGEMENT	3/16/1993	1758302	Advanstar Communications Inc.
HOTEL DESIGN		78370469	Advanstar Communications Inc.
IBS	1/16/1990	1578043	Advanstar Communications Inc.
ICCM	3/14/2000	2329175	Advanstar Communications Inc.
INTERNATIONAL BEAUTY SHOW	3/7/1995	1882460	Advanstar Communications Inc.
INTERNATIONAL SENSORS EXPO & CONFERENCE		78503447	Advanstar Communications Inc.
LANDSCAPE DESIGN/BUILD	2/3/2004	2811953	Advanstar Communications Inc.
LANDSCAPE MANAGEMENT	9/19/1989	1557418	Advanstar Communications Inc.
LEARNING & TRAINING WEEK	10/21/2003	2777012	Advanstar Communications Inc.
LONG BEACH HAIRDRESSERS GUILDS	9/24/1985	1362332	Advanstar Communications Inc.
LP/GAS	2/27/1990	1584614	Advanstar Communications Inc.
LUXURY AGENT		78476303	Advanstar Communications Inc.
LUXURY TRAVEL ADVISOR		78491322	Advanstar Communications Inc.
LUXURY TRAVEL EXPO		78/407838	Advanstar Communications Inc.
LUXURY TRAVEL GUIDE	11/30/2004	2907422	Advanstar Communications Inc.
NET ECONOMY (THE)	4/29/2003	2712207	Advanstar Communications Inc.
OFFICIAL BOARD MARKETS	2/6/1990	1581463	Advanstar Communications Inc.

Advanstar Communications Inc. Trademarks			
MARK	REGDATE	REGNO	OWNER
ON DEMAND		78483772	Advanstar Communications Inc.
ON DEMAND DIGITAL PRINTING & PUBLISHING	6/13/1995	1899120	Advanstar Communications Inc.
PAPERBOARD PACKAGING	5/2/1967	828228	Advanstar Communications Inc.
PARCEL LOGISTICS EXPO Solutions for Mastering The Fulfillment Process	9/3/2002	2615805	Advanstar Communications Inc.
PEST CONTROL	5/20/1969	869723	Advanstar Communications Inc.
PIT & QUARRY	3/5/1996	1960218	Advanstar Communications Inc.
PIT AND QUARRY AND DESIGN	4/19/1949	508767	Advanstar Communications Inc.
PP&E PORTABLE PLANTS & EQUIPMENT		78500535	Advanstar Communications Inc.
PREMIER HONEYMOONS	7/31/2001	2474370	Advanstar Communications Inc.
PREMIER HOTELS & RESORTS	6/30/1998	2170599	Advanstar Communications Inc.
PREMIER HOTELS & RESORTS	6/9/2004	78/432407	Advanstar Communications Inc.
PREMIER ROMANCE	6/1/2004	2848753	Advanstar Communications Inc.
PREMIER SPAS	8/8/2000	2376305	Advanstar Communications Inc.
RESPONSE	1/9/2001	2419821	Advanstar Communications Inc.
RFID SYSTEMS		78491977	Advanstar Communications Inc.
RFID SYSTEMS		78484211	Advanstar Communications Inc.
RNT	10/20/1998	2198428	Advanstar Communications Inc.
RSI	8/30/1977	1072234	Advanstar Communications Inc.
SALON NEWS	11/23/1993	1806882	Advanstar Communications Inc.
SAN DIEGO BEAUTY & TRADE SHOW	4/8/1986	1389382	Advanstar Communications Inc.
SCAN-TECH	9/17/1985	1360961	Advanstar Communications Inc.
SENSORS (STYLIZED)	2/1/1994	1818907	Advanstar Communications Inc.
SENSORS EXPO (STYLIZED)	12/13/1994	1867152	Advanstar Communications Inc.
SENSORS EXPRESS	1/2/2001	2417023	Advanstar Communications Inc.
SENSORS EXPRESS - THE NEWS	3/26/2002	2552603	Advanstar Communications Inc.

<b>Advanstar Communications Inc. Trademarks</b>			
<b>MARK</b>	<b>REGDATE</b>	<b>REGNO</b>	<b>OWNER</b>
YOU CHOOSE (DESIGN)			
SENSORS EXPRESS (DESIGN)	11/14/2000	2403624	Advanstar Communications Inc.
SHADES OF BEAUTY	9/5/2000	2384041	Advanstar Communications Inc.
TECHLEARN		78518471	Advanstar Communications Inc.
TECHLEARN	12/15/1998	2211250	Advanstar Communications Inc.
TELECOM INVESTOR	7/18/2000	2369565	Advanstar Communications Inc.
TELEPRESS LATINOAMERICA AND DESIGN	5/2/2000	2346550	Advanstar Communications Inc.
TRAVEL AGENT	7/1/1986	1399352	Advanstar Communications Inc.
TRAVEL AGENT OFFICIAL TRAVEL INDUSTRY DIRECTORY	11/14/1995	1934846	Advanstar Communications Inc.
VIDEO STORE	10/15/1985	1365533	Advanstar Communications Inc.
WIRELESS AMERICAS	10/15/2002	2633869	Advanstar Communications Inc.
WIRELESS ASIA	4/27/1999	2242228	Advanstar Communications Inc.
WIRELESS COMUNICACIONES	3/30/1999	2236287	Advanstar Communications Inc.
WIRELESS SENSORS		78482979	Advanstar Communications Inc.
WIRELESS SENSORS		78492065	Advanstar Communications Inc.