

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Petersen Events Corp.		09/21/2005	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
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		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2654447	OFF ROAD EXPO	
CORRESPONDENCE DATA			
Fax Number:	(218)725-6800		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	(218) 725-6840		
Email:	mmarkusen@fryberger.com		
Correspondent Name:	Martha Markusen		
Address Line 1:	302 West Superior Street		
Address Line 2:	Suite 700		
Address Line 4:	Duluth, MINNESOTA 55802		
NAME OF SUBMITTER:	Martha Markusen		
Signature:	/mmm/		
Date:	10/05/2005		

OP \$40.00 2654447

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TRADEMARK
REEL: 003170 FRAME: 0231

Total Attachments: 2
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TRADEMARK ASSIGNMENT

This **TRADEMARK ASSIGNMENT** ("Assignment") is made this ^{12th} day of September, 2005, by Petersen Events, Corp., a California corporation ("Assignor"), to Advanstar Communications, Inc., a New York corporation ("Assignee").

WHEREAS, Assignor has adopted and used in its business the trademarks identified in **Exhibit A** hereto (the "Trademarks");

WHEREAS, Assignee desires the entire right, title and interest in and to the Trademarks, together with the registrations therefor and the goodwill of the business associated with the use of and symbolized by the Trademarks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee its entire right, title and interest in and to the Trademarks, and the registrations therefor, together with the goodwill of the business associated with and symbolized by the Trademarks and the right to sue and recover for past or future infringements of the Trademarks. To the extent that any of Assignor's rights in the Trademarks cannot be assigned and transferred to Assignee, Assignor hereby grants Assignee an irrevocable, worldwide, fully-paid-up, royalty-free, exclusive license, with the right to sublicense, to make, have made, use, have used, sell, have sold, offer for sale, have offered for sale, import, have imported, improve, and otherwise exploit or utilize in any manner the Trademarks.

IN WITNESS WHEREOF, Assignor has executed this instrument.

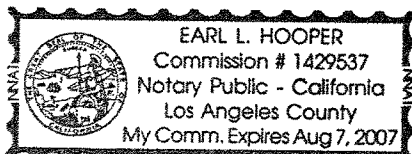
PETERSEN EVENTS CORP.

By:  Guy Petersen, President

STATE OF CALIFORNIA)
) SS:
COUNTY OF LOS ANGELES)

On this ^{21st} day of SEPT 2005, before me personally came GUY PETERSEN known to me and to me known as the same individual whose name is subscribed to the foregoing instrument, and acknowledged that he executed the foregoing instrument as his free and voluntary act for the uses and purposes set forth.

OFFICIAL SEAL




Notary Public

My Commission Expires

8-7-07

Exhibit A

MARK	JURISDICTION	REGISTRATION NUMBER	REGISTRATION DATE
OFF ROAD EXPO	U.S.	2654447	November 26, 2002