

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															
<table border="1"><thead><tr><th>Name</th><th>Formerly</th><th>Execution Date</th><th>Entity Type</th></tr></thead><tbody><tr><td>Ronda Walker</td><td></td><td>08/23/2005</td><td>INDIVIDUAL: UNITED STATES</td></tr><tr><td>Pool Trade Show</td><td></td><td>08/23/2005</td><td>SOLE PROPRIETORSHIP: CALIFORNIA</td></tr></tbody></table>	Name	Formerly	Execution Date	Entity Type	Ronda Walker		08/23/2005	INDIVIDUAL: UNITED STATES	Pool Trade Show		08/23/2005	SOLE PROPRIETORSHIP: CALIFORNIA			
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<table border="1"><tr><td>Name:</td><td>Advanstar Communications Inc.</td></tr><tr><td>Street Address:</td><td>131 West First Street</td></tr><tr><td>Internal Address:</td><td>Sixth Floor</td></tr><tr><td>City:</td><td>Duluth</td></tr><tr><td>State/Country:</td><td>MINNESOTA</td></tr><tr><td>Postal Code:</td><td>55802</td></tr><tr><td>Entity Type:</td><td>CORPORATION: NEW YORK</td></tr></table>	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	
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PROPERTY NUMBERS Total: 2															
<table border="1"><thead><tr><th>Property Type</th><th>Number</th><th>Word Mark</th></tr></thead><tbody><tr><td>Registration Number:</td><td>2951167</td><td></td></tr><tr><td>Registration Number:</td><td>2941449</td><td>POOL</td></tr></tbody></table>	Property Type	Number	Word Mark	Registration Number:	2951167		Registration Number:	2941449	POOL						
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Registration Number:	2951167														
Registration Number:	2941449	POOL													
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														

OP \$65.00 2951167

900033654

TRADEMARK
REEL: 003173 FRAME: 0023

Signature:	/mmm/
Date:	10/10/2005
Total Attachments: 1 source=Pool Assignment#page1.tif	

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ASSIGNMENT OF TRADEMARK REGISTRATION

RONDA WALKER, a United States individual residing at 1556 Lemoyne Street, Los Angeles, CA 90026 (formerly of 3924 Sunset Boulevard #5, Los Angeles, CA 90029), and **POOL TRADE SHOW**, a sole proprietorship having a place of business at 3924 Sunset Boulevard #5, Los Angeles, CA 90029, (collectively, the "Sellers") has pursuant to an Asset Purchase Agreement dated August 23, 2005, transferred certain assets to **ADVANSTAR COMMUNICATIONS INC.**, a New York corporation ("Advanstar"), 131 West First Street, Duluth, MN 55802 on August 23, 2005, and such assets included the marks (the "Marks") listed below:

Registration No.	Registered	Mark:
2,951,167	May 17, 2005	Design of five concentric closed loop lines
2,941,449	April 19, 2005	Design five concentric closed loop lines enclosing the word "pool"

For good and valuable consideration, the receipt of which is hereby acknowledged, Sellers hereby assign, sell and transfer unto Advanstar all the common law and statutory rights, titles and interest in and to the Marks above, including any good will, together with the registrations thereof.

Dated effective the 23rd day of August, 2005.

POOL TRADE SHOW

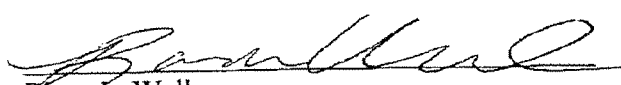
By


Ronda Walker, Owner

Date

10-4-05

RHONDA WALKER


Rhonda Walker

Date

10-4-05