

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Trademark Security Agreement		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Advanstar Communications Inc.		09/13/2006	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	Wells Fargo Bank, N.A. f/k/a Wells Fargo Bank Minnesota, N.A., as Collateral Agent		
Street Address:	SIXTH AND MARQUETTE AVENUE		
City:	MINNEAPOLIS		
State/Country:	MINNESOTA		
Postal Code:	55479		
Entity Type:	National Association:		
PROPERTY NUMBERS Total: 14			
Property Type	Number	Word Mark	
Registration Number:	2827054	CVC	
Registration Number:	2841929	DENTAL PRACTICE REPORT	
Registration Number:	2654447	OFF ROAD EXPO	
Registration Number:	2937548	POOL	
Registration Number:	2848851	SMARTER BUSINESS. BETTER PATIENT CARE.	
Registration Number:	2740714	TECHNIQUES IN TODAY'S PRACTICE	
Registration Number:	2859078	VETGUIDE	
Registration Number:	2885380	VETGUIDE.COM	
Registration Number:	3041433	WHAT ARE YOU RIDING?	
Serial Number:	78524602	FIRSTLINE	
Serial Number:	78537957	MEDIWIRE NETWORK	
Serial Number:	78522644	PROAB	
Serial Number:	78799083	OFF-ROAD.COM	
Serial Number:	78429995	DIRTSports THE VOICE OF OFF-ROAD MOTORSPORTS	

OP \$365.00 2827054

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TRADEMARK
REEL: 003400 FRAME: 0427

CORRESPONDENCE DATA

Fax Number: (714)755-8290

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

Phone: 714-540-1235

Email: ipdocket@lw.com

Correspondent Name: Latham & Watkins LLP

Address Line 1: 650 Town Center Drive, Suite 2000

Address Line 4: Costa Mesa, CALIFORNIA 92626

ATTORNEY DOCKET NUMBER:

038263-0055 (WELLS FARGO)

NAME OF SUBMITTER:

Anna T Kwan

Signature:

/Anna T Kwan/

Date:

10/02/2006

Total Attachments: 5

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TRADEMARK SECURITY AGREEMENT

This TRADEMARK SECURITY AGREEMENT (this "Agreement"), dated as of September 13, 2006, is made between Advanstar Communications Inc., a New York corporation (the "Grantor"), and Wells Fargo Bank, N.A. f/k/a Wells Fargo Bank Minnesota, N.A., as Collateral Agent (together with any successor(s) thereto in such capacity, the "Collateral Agent") for itself, the Trustee and each of the Noteholders;

W I T N E S S E T H:

WHEREAS, Advanstar Communications Inc., a New York corporation (the "Issuer") has entered into an Indenture, dated as of the date hereof (as amended, supplemented, amended and restated or otherwise modified from time to time, the "Indenture") with Wells Fargo Bank Minnesota, N.A., as Trustee (in such capacity, the "Trustee") pursuant to which it is issuing, as of the date hereof (i) Second Priority Senior Secured Floating Rate Notes due 2008 and (ii) 10.750% Second Priority Senior Secured Notes due 2010 in the original aggregate principal amount of \$360,000,000 (collectively, and together with any additional notes issued under such indenture, the "Notes");

WHEREAS, in connection with the Indenture, the Grantor has executed and delivered a Subsidiary Pledge and Security Agreement dated as of August 18, 2003 (as amended, supplemented, amended and restated or otherwise modified from time to time, the "Security Agreement");

WHEREAS, the Issuer may from time to time incur Permitted Senior Debt that will, or guarantees by the Grantor of which will, subject to the terms and conditions of the Indenture and the Credit Agreement, be secured by the Common Collateral and constitute Noteholder Claims hereunder;

WHEREAS, pursuant to Section 4.6 of the Security Agreement, the Grantor is required to execute and deliver this Agreement and to grant to the Collateral Agent a continuing security interest in all of the Trademark Collateral (as defined below) to secure the Noteholder Claims;

WHEREAS, the Issuer, the Administrative Agent (as defined in the Amended and Restated Credit Agreement, dated as of November 7, 2000 (as amended, supplemented, amended or restated or otherwise modified from time to time, the "Credit Agreement")), among the issuer, the various financial institutions from time to time parties thereto (collectively, the "Lenders"), Credit Suisse First Boston (as successor in interest to DLJ Capital Funding, Inc.), as Lead Arranger and Syndication Agent (together with any successor(s) thereto in such capacity, the "Syndication Agent"), Fleet National Bank, as Administrative Agent (the "Administrative Agent") and Barclays Bank PLC, as the Documentation Agent, the Collateral Agent, the Syndication Agent and each Subsidiary Grantor have agreed to enter into an Intercreditor Agreement, dated as of the date hereof (as amended, supplemented, amended and restated or otherwise modified from time to time, the "Intercreditor Agreement"); and

WHEREAS, pursuant to the terms of the Indenture and subject to the terms of the Intercreditor Agreement, the Collateral Agent has agreed to accept the pledge and assignment and the grant of a security interest under this agreement as security for the Noteholder Claims.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, and in order to induce the Trustee to enter into the Indenture and to induce potential purchasers to purchase the Notes, the Grantor agrees with the Collateral Agent for the benefit of itself, the Trustee and each Noteholder as follows:

SECTION 1. Definitions. Unless otherwise defined herein or the context otherwise requires, terms used in this Agreement, including its preamble and recitals, have the meanings provided (or incorporated by reference) in the Security Agreement.

SECTION 2. Grant of Security Interest. For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, to secure all of its Noteholder Claims, the Grantor hereby mortgages, pledges and hypothecates to the Collateral Agent, and grants to the Collateral Agent a security interest in, for its benefit and the benefit of the Trustees and each Noteholder, all of the following property (the "Trademark Collateral"), whether now owned or hereafter acquired or existing by it:

- (a) (i) all of its trademarks, trade names, corporate names, company names, business names, fictitious business names, trade styles, service marks, certification marks, collective marks, logos and other source or business identifiers, prints and labels on which any of the foregoing have appeared or appear, designs and general intangibles of a like nature covered in clause (c) below, now existing or hereafter adopted or acquired in the United States, including those referred to in Item A of Schedule I attached hereto, whether currently in use or not, all registrations and recordings thereof and all applications in connection therewith, whether pending or in preparation for filing, including registrations, recordings and applications in the United States Patent and Trademark Office or in any office or agency of the United States of America or any State thereof, and all common-law rights relating to the foregoing, and (ii) the right to obtain all reissues, extensions or renewals of the foregoing (collectively referred to as the "Trademark");
- (b) all Trademark licenses for the grant by or to the Grantor of any right to use any Trademark, including each Trademark license referred to in Item B of Schedule I attached hereto;
- (c) all of the goodwill of the business connected with the use of, and symbolized by the items described in, clause (a) and, to the extent applicable, clause (b);
- (d) the right to sue third parties for past, present and future infringements of any Trademark Collateral described in clause (a) and, to the extent applicable, clause (b); and
- (e) all proceeds of, and rights associated with, the foregoing, including any claim by the Grantor against third parties for past, present or future infringement or dilution of any Trademark, Trademark registration or Trademark license, or for any injury to the

goodwill associated with the use of any such Trademark or for breach or enforcement of any Trademark license and all rights corresponding thereto throughout the world.

SECTION 3. Security Agreement. This Agreement has been executed and delivered by the Grantor for the purpose of registering the security interest of the Collateral Agent in the Trademark Collateral with the United States Patent and Trademark Office. The security interest granted hereby has been granted as a supplement to, and not in limitation of, the security interest granted to the Collateral Agent for its benefit and the benefit of each Noteholder under the Security Agreement. The Security Agreement (and all rights and remedies of the Collateral Agent and each Noteholder thereunder) shall remain in full force and effect in accordance with its terms.

SECTION 4. Release of Security Interest. The security interests granted hereunder in any Collateral shall automatically be released in the manner, at all times and to the extent specified in Section 5.1 of the Intercreditor Agreement or as may be permitted by the Indenture and any other Noteholder Documents. In addition, upon payment in full of all Noteholder Claims and the discharge of the Indenture and other Noteholder Documents, the security interest granted hereunder shall automatically terminate. Upon any such release or termination, the Collateral Agent will, at the Grantor's sole expense, deliver to the Grantor, without any representations, warranties or recourse of any kind whatsoever, all Collateral held by the Collateral Agent hereunder in which the security interest granted hereunder is released or terminated, and execute and deliver to the Grantor such documents as the Grantor shall reasonably request to evidence such release or termination.

SECTION 5. Acknowledgment. The Grantor does hereby further acknowledge and affirm that the rights and remedies of the Collateral Agent with respect to the security interest in the Trademark Collateral granted hereby are more fully set forth in the Security Agreement, the terms and provisions of which (including the remedies provided for therein) are incorporated by reference herein as if fully set forth herein.

SECTION 6. Relationship with Senior Subsidiary Agreement and Intercreditor Agreement. Notwithstanding anything herein to the contrary, the lien and security interest granted to the Collateral Agent pursuant to this Agreement and the exercise of any right or remedy by the Collateral Agent hereunder are subject to the provisions of the Intercreditor Agreement. In the event of any conflict between the terms of the Intercreditor Agreement and this Agreement, the terms of the Intercreditor Agreement shall govern.

SECTION 7. Counterparts. This Agreement may be executed by the parties hereto in several counterparts, each of which shall be deemed to be an original and all of which shall constitute together but one and the same agreement.

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IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be duly executed and delivered by their respective officers thereunto duly authorized as of the day and year first above written.

ADVANSTAR COMMUNICATIONS INC.

By *Adele D. Hartwick* 9/13/04

Name:

ADELE D. HARTWICK

Title:

VP, TREASURER & CONTROLLER

SCHEDULE I
to Trademark Security Agreement

Pending Trademark Applications

No.	Trademark	App. No.	App. Date
1.	FIRSTLINE	78524602	November 30, 2004
2.	MEDIWIRE NETWORK	78537957	December 23, 2004
3.	PROAB	78522644	November 24, 2004
4.	OFF-ROAD.COM	78799083	January 25, 2006
5.	DIRTSports THE VOICE OF OFF-ROAD MOTORSPORTS	78429995	June 4, 2004

Trademark Registrations

No.	Trademark	Reg. No.	Reg. Date
1.	CVC	2827054	March 30, 2004
2.	DENTAL PRACTICE REPORT	2841929	May 11, 2004
3.	OFF ROAD EXPO	2654447	November 26, 2002
4.	POOL	2937548	April 5, 2005
5.	SMARTER BUSINESS. BETTER PATIENT CARE.	2848851	June 1, 2004
6.	TECHNIQUES IN TODAY'S PRACTICE	2740714	July 22, 2003
7.	VETGUIDE	2859078	June 29, 2004
8.	VETGUIDE.COM	2885380	September 14, 2004
9.	WHAT ARE YOU RIDING?	3041433	January 10, 2006