TRADEMARK ASSIGNMENT

Electronic Version v1.1 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	SECURITY INTEREST

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
CME2, Inc.		05/31/2007	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Credit Suisse, as Second Lien Administrative Agent	
Street Address:	Eleven Madison Avenue	
City:	New York	
State/Country:	NEW YORK	
Postal Code:	10010	
Entity Type:	Bank:	

PROPERTY NUMBERS Total: 2

Property Type	Number	Word Mark
Registration Number:	3262321	CME2
Registration Number:	3308716	CME2

CORRESPONDENCE DATA

Fax Number: (714)755-8290

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

Email: ipdocket@lw.com

Correspondent Name: Latham & Watkins LLP

Address Line 1: 650 Town Center Drive

Address Line 2: Suite 2000

Address Line 4: Costa Mesa, CALIFORNIA 92626

ATTORNEY DOCKET NUMBER:	038263-0055
NAME OF SUBMITTER:	Rhonda DeLeon
Signature:	/Rhonda DeLeon/
Date:	03/05/2008 TRADEMARK

900100807

REEL: 003732 FRAME: 0595

Total Attachments: 17 source=Second Lien Trademark#page1.tif source=Second Lien Trademark#page2.tif source=Second Lien Trademark#page3.tif source=Second Lien Trademark#page4.tif source=Second Lien Trademark#page5.tif source=Second Lien Trademark#page6.tif source=Second Lien Trademark#page7.tif source=Second Lien Trademark#page8.tif source=Second Lien Trademark#page9.tif source=Second Lien Trademark#page10.tif source=Second Lien Trademark#page11.tif source=Second Lien Trademark#page12.tif source=Second Lien Trademark#page13.tif source=Second Lien Trademark#page14.tif source=Second Lien Trademark#page15.tif source=Second Lien Trademark#page16.tif

source=Second Lien Trademark#page17.tif

TRADEMARK SECURITY AGREEMENT

This TRADEMARK SECURITY AGREEMENT (this "<u>Agreement</u>"), dated as of May 31, 2007, is made between Holdings (as defined in the Credit Agreement), the Borrower (as defined in the Credit Agreement), and each Subsidiary of Borrower (each, a "<u>Grantor</u>", and collectively, the "<u>Grantors</u>"), and Credit Suisse, as Administrative Agent (together with any successor(s) thereto in such capacity, the "<u>Administrative Agent</u>") and as Collateral Agent (together with any successor(s) thereto in such capacity, the "<u>Collateral Agent</u>") for each of the Secured Parties;

<u>WITNESSETH</u>:

WHEREAS, pursuant to a Second Lien Credit Agreement, dated as of May 31, 2007 (as amended, supplemented, amended and restated or otherwise modified from time to time, the "Credit Agreement"), among the Borrower, the various financial institutions and other Persons from time to time parties thereto (collectively, the "Lenders"), Credit Suisse Securities (USA) LLC and Barclays Bank PLC, as Joint Lead Arrangers, TD Securities (USA) LLC and The Governor and Company of the Bank of Ireland as Syndication Agents, and Credit Suisse, as Administrative Agent and as Collateral Agent, the Lenders and the Issuers have extended Commitments to make Credit Extensions to the Borrower;

WHEREAS, in connection with the Credit Agreement, each Grantor has executed and delivered the Pledge and Security Agreement, dated as of May 31, 2007 (as amended, supplemented, amended and restated or otherwise modified from time to time, the "Security Agreement");

WHEREAS, pursuant to Section 4.6 of the Security Agreement, each 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 all of its Obligations;

WHEREAS, each Grantor has duly authorized the execution, delivery and performance of this Agreement; and

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, and in order to induce (i) the Lenders and the Issuers to make Credit Extensions to the Borrower pursuant to the Credit Agreement, and (ii) the Secured Parties to enter into Rate Protection Agreements, each Grantor agrees, for the benefit of each Secured Party, as follows:

SECTION 1. <u>Definitions</u>. 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 Obligations, each Grantor hereby pledges, hypothecates, charges, and mortgages to the Collateral Agent, for its benefit and the ratable benefit of each Secured Party, and grants to the Collateral Agent a security interest in, for its benefit and the ratable benefit of each Secured Party, all of the

following property (the "<u>Trademark Collateral</u>"), whether now owned or hereafter acquired or existing by it:

- (a) (i) all trademarks, trade names, corporate names, company names, business names, fictitious business names, trade styles, trade dress, service marks, certification marks, collective marks, domain names, 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 and foreign jurisdictions, 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 (other than "intent-to-use" applications for trademark or service mark registrations filed pursuant to Section 1(b) of the Lanham Act, 15 U.S.C. § 1051, unless and until an Amendment to Allege Use or a Statement of Use under Sections 1(c) and 1(d) of said Act has been filed, to the extent that any assignment of an "intent-to-use" application prior to such filing would violate the Lanham Act), including registrations, recordings and applications in the United States Patent and Trademark Office or in any office or agency of the United States 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 "Trademarks");
- (b) all Trademark licenses and other agreements providing for the grant by or to such Grantor of any right under 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 any Trademark;
- (d) the right to sue or otherwise recover for past, present and future infringements and dilutions of any Trademark or Trademark license or for any injury to the goodwill associated with the use of any such Trademark or for any breach or enforcement of any Trademark license; and
- (e) all other rights corresponding thereto, and all proceeds of the foregoing now and hereafter due and/or payable with respect thereto, including license fees, royalties, income, payments, claims, damages and proceeds of suit.
- SECTION 3. Security Agreement. This Agreement has been executed and delivered by each 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 Secured Party under the Security Agreement. The Security Agreement (and all rights and remedies of the Collateral Agent and each Secured Party thereunder) shall remain in full force and effect in accordance with its terms.

- SECTION 4. <u>Acknowledgment</u>. Each 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 5. <u>Loan Document, etc.</u> This Agreement is a Loan Document executed pursuant to the Credit Agreement and shall (unless otherwise expressly indicated herein) be construed, administered and applied in accordance with the terms and provisions of the Credit Agreement.
- SECTION 6. <u>Counterparts</u>. This Agreement may be executed by the parties hereto in several counterparts (including by telecopy, facsimile or other electronic transmission), each of which shall be deemed to be an original and all of which shall constitute together but one and the same agreement.
- SECTION 7. Governing Law. This Agreement shall be deemed to be a contract made under and governed by the internal laws of the state of New York.

[THE REMAINDER OF PAGE IS INTENTIONALLY LEFT BLANK.]

IN WITNESS WHEREOF, each of the parties hereto has caused this Trademark Security Agreement to be duly executed and delivered by its respective officer thereunto duly authorized as of the date first above written.

Title: VSS-AHC ACQUISITION CORP. Title: ADVANSTAR HOLDINGS CORP. By: Name: Title: ADVANSTAR, INC. By: Name: Title: ADVANSTAR COMMUNICATIONS INC. By: Name: Title:

VSS-AHC CONSOLIDATED HOLDINGS CORP.

[Second Lien Trademark Security Agreement]

IN WITNESS WHEREOF, each of the parties hereto has caused this Trademark Security Agreement to be duly executed and delivered by its respective officer thereunto duly authorized as of the date first above written.

VSS	-AHC CONSOLIDATED HOLDINGS CORP.
Ву:	Name: Title:
VSS	-AHC ACQUISITION CORP.
Ву:	Name: Title:
ΑDY	ANSTAR HOLDINGS CORP.
Ву:	Name: Title:
ΑDY	ANSTAR, INC.
By:	Name: Title:
ADV	ANSTAR COMMUNICATIONS INC.
Ву:	Name:

[Second Lien Trademark Security Agreement]

MEN'S APPAREL GUILD IN CALIFORNIA, INC.
By: A Name: Title:
CME2, INC.
ву:
Name: Title:
APPLIED BUSINESS TELECOMMUNICATIONS
By: <u>-e/ A</u>
Name: Title:
PROJECT GLOBAL TRADESHOW INC.
By: CA

[Second Lien Trademark Security Agreement]

Name: Title: CREDIT SUISSE, CAYMAN ISLANDS BRANCH, as Administrative Agent

By:

Name:

Title:

JUDITH E. SMITH DIRECTOR

By:

Name:

Title:

KARIM BLASETTI VICE PRESIDENT

REEL: 003732 FRAME: 0603

Item A. U.S. Trademarks:

ADVANSTAR COMMUNICATIONS, INC.

Advanstar Communications, Inc. Trademark	Application No. Filing Date	Registration No. Registration Date
	76388666	2757705
\$	March 29, 2002	August 26, 2003
	76586421	2951167
	March 30, 2004	May 17, 2005
	76050452	2879819
①: :①	May 17, 2000	August 31, 2004
ABRN AUTOMOTIVE BODY REPAIR NEWS	75903399	2461302
	January 24, 2000	June 19, 2001
ADVANSTAR	74482076	1874159
	January 24, 1994	January 17, 1995
A	74316417	1770400
	September 23, 1992	May 11, 1993
ADVANSTAR		
ADVANSTAR COMMUNICATIONS	74316412	1770399
	September 23, 1992	May 11, 1993
AFTERMARKET BUSINESS	74283407	1758303
	June 10, 1992	March 16, 1993
AMERICAN BIG TWIN DEALER	75531644	2263202
	August 5, 1998	July 20, 1999
APPLIED CLINICAL TRIALS	78281277	2851053
	July 31, 2003	June 8, 2004
APPLIED CLINICAL TRIALS	74272431	1786314
	May 4, 1992	August 3, 1993
AUDIO DETAIL	78722930	3262875
	September 29, 2005	July 10, 2007
AUTOMOTIVE BODY REPAIR NEWS	74414496	1877565
	July 19, 1993	February 7, 1995
AUTOMOTIVE MARKETING	72285721	0860751
	November 28, 1967	November 19, 1968
B F I A BODY FASHIONS INTIMATE APPAREL	73786592	1584615
	March 14, 1989	February 27, 1990
BIG TWIN DEALER	78926901	3225198
	July 11, 2006	April 3, 2007

1

Advanstar Communications, Inc. Trademark	Application No. Filing Date	Registration No. Registration Date
BIOPHARM	78406529	2959787
	April 22, 2004	June 7, 2005
BIOPHARM	75213929	2161099
	December 16, 1996	May 26, 1998
BIOPHARM INTERNATIONAL	76432695	2796923
	July 22, 2002	December 23, 2003
BUSINESS AND HEALTH	73633067	1504407
	November 28, 1986	September 13, 1988
CAD/CAM CONGRESS	77010784	3292403
	September 29, 2006	September 11, 2007
CENTRAL VETERINARY CONFERENCE	78430123	3010959
	June 4, 2004	November 1, 2005
CLINICAL EDGE	78515076	3035606
	November 11, 2004	December 27, 2005
COMPASS	75675649	2319529
	April 5, 1999	February 15, 2000
CONTEMPORARY KIDS	76474349	2868505
	December 11, 2002	August 3, 2004
CONTEMPORARY OB/GYN	72447773	1009340
	February 5, 1973	April 22, 1975
CONTEMPORARY PEDIATRICS	73541478	1379141
	June 5, 1985	January 21, 1986
CONTEMPORARY UROLOGY	73749078	1568283
	August 29, 1988	November 28, 1989
CONTEMPORARY WOMAN	76196928	2636862
	January 19, 2001	October 15, 2002
COSMETIC SURGERY TIMES	75163587	2127857
	September 10, 1996	January 6, 1998
<i>x</i>	76438684	2827054
CVC	August 8, 2002	March 30, 2004
CVC	76438683	2905537
	August 8, 2002	November 30, 2004
CVC	76436003	2740004
	July 31, 2002	July 22, 2003
DEALER EXPO	78521187	3076072
	November 22, 2004	April 4, 2006

Advanstar Communications, Inc. Trademark	Application No. Filing Date	Registration No. Registration Date
DEALERNEWS	73658530	1606352
	April 23, 1987	July 17, 1990
Defermance	78409420	2966909
	April 28, 2004	July 12, 2005
DENTAL GROUP NEWS	73622926	1445115
DENTAL LAB DE ODLIGHO	September 29, 1986	June 30, 1987
DENTAL LAB PRODUCTS	73499585	1346115
DENTE AL DRA CELCE DEDODE	September 17, 1984	July 2, 1985
DENTAL PRACTICE REPORT	76475223	2841929
DEMICAL PROPINCES DEPONE	December 13, 2002	May 11, 2004
DENTAL PRODUCTS REPORT	72457004 Mari 10, 1072	0987917
DEDMATIOLOGY TRACE	May 10, 1973	July 9, 1974
DERMATOLOGY TIMES	73646350	1456511
DIGITAL BADIOGRADIN CONGREGO	February 24, 1987	September 8, 1987
DIGITAL RADIOGRAPHY CONGRESS	78708823	3125208
DIDT GDODTG	September 8, 2005	August 1, 2006
DIRT SPORTS	77188615	
DIMEGRADES	May 23, 2007	2016000
DIRTSPORTS	78426709 M 28, 2004	2946989
	May 28, 2004	May 3, 2005
	77189178 May 24, 2007	
DIRTSPORTS THE VOICE OF OFF-ROAD	78429995	
MOTORSPORTS	June 4, 2004	
	78898749	3224977
Courses)	June 2, 2006	April 3, 2007
DPRACTIVE SEARCH	78897080	3224966
	May 31, 2006	April 3, 2007
DPRWORLD	77078839	
	January 9, 2007	
DRUG TOPICS	73318108	1198723
	July 8, 1981	June 22, 1982
DRUG TOPICS	77160442	
	April 19, 2007	
DVM	77034304	3257623
	November 1, 2006	July 3, 2007

Advanstar Communications, Inc. Trademark	Application No. Filing Date	Registration No. Registration Date
DVM BEST PRACTICES	76313382	2840854
	September 17, 2001	May 11, 2004
DVM THE NEWSMAGAZINE OF VETERINARY	73786589	1580044
MEDICINE	March 14, 1989	January 30, 1990
EXPOCON	73631173	1451251
	November 19, 1986	August 4, 1987
FEMME	76152386	2603839
	October 19, 2000	August 6, 2002
FIRSTLINE	78524602	3197433
	November 30, 2004	January 9, 2007
FIRSTLINE LIVE	75795839	2496965
	September 8, 1999	October 9, 2001
FORMULARY	75245364	2127917
	February 21, 1997	January 6, 1998
GERIATRICS	72238643	0831462
	February 11, 1966	July 4, 1967
HEALTHCARE TRAVELER	77176858	
	May 9, 2007	
HOSPITAL PHARMACIST REPORT	73837099	1612482
	November 8, 1989	September 4, 1990
HT	76448652	2719342
	September 11, 2002	May 27, 2003
INDUSTRY 212	76432696	2807309
	July 22, 2002	January 20, 2004
INFECTION CONTROL REPORT	73611463	1466791
	July 25, 1986	November 24, 1987
INSTITUTE OF VALIDATION TECHNOLOGY	78639203	3087736
	May 27, 2005	May 2, 2006
INSTITUTE OF VALIDATION TECHNOLOGY	75496199	2240014
	June 4, 1998	April 13, 1999
INTERNATIONAL FASHION FABRIC EXHIBITION	74428462	1888093
	August 25, 1993	April 4, 1995
INTERNATIONAL KIDS FASHION SHOW	74239090	1724158
	January 17, 1992	October 13, 1992
INTERNATIONAL MOTORCYCLE SHOWS	74036027	1646225
	March 8, 1990	May 28, 1991
JOBSNIFF	77184313	
	May 18, 2007	
JOURNAL OF GXP COMPLIANCE	76491612	2846995
	February 19, 2003	May 25, 2004
JOURNAL OF GXP COMPLIANCE	78896534	3224963
	May 31, 2006	April 3, 2007

Advanstar Communications, Inc. Trademark	Application No. Filing Date	Registration No. Registration Date
JOURNAL OF VALIDATION TECHNOLOGY	75039779	2046800
	January 3, 1996	March 18, 1997
JOURNAL OF VALIDATION TECHNOLOGY	77059771	3259907
	December 8, 2006	July 10, 2007
LC GC	75800732	2445230
	September 15, 1999	April 17, 2001
LEAVE THE GRIND BEHIND	78470045	3089519
	August 19, 2004	May 9, 2006
LICENSE	75404120	2402398
	December 11, 1997	November 7, 2000
LICENSE	77033498	3257621
	October 31, 2006	July 3, 2007
LICENSING 2004 INTERNATIONAL	78407132	2985276
	April 23, 2004	August 16, 2005
LOCUM LIFE	78622248	
	May 4, 2005	
MANAGED HEALTHCARE EXECUTIVE	76150761	2629128
	October 20, 2000	October 1, 2002
A	71188271	0183595
Medical Economics	November 13, 1923	May 6, 1924
MEDICAL ECONOMICS	73367577	1242071
	June 1, 1982	June 14, 1983
MEDICAL ECONOMICS	77165369	
	April 25, 2007	
MEDICAL LABORATORY OBSERVER	72336135	0894635
	August 25, 1969	July 14, 1970
MODERN HEALTH FOR MEN	78732381	3203101
	October 13, 2005	January 23, 2007
MODERN HYGIENIST	78722919	3125220
	September 29, 2005	August 1, 2006
MODERN MEDICINE	71589669	0537137
	December 20, 1949	January 30, 1951
MODERN MEDICINE	77080771	, , , , , ,
_	January 11, 2007	
MOTOR AGE	72196949	0791433
	July 2, 1964	June 22, 1965
7.77	71153499	0157464
Motor Service	September 29, 1921	August 8, 1922
OFF ROAD EXPO	78042419	2654447
OF ROAD EATO	January 9, 2001	November 26, 2002

Advanstar Communications, Inc. Trademark	Application No. Filing Date	Registration No. Registration Date
OFF-ROAD IMPACT	78441448	3034727
	June 25, 2004	December 27, 2005
OFF-ROAD NATION	78966228	3225198
	September 1, 2006	April 3, 2007
OFF-ROAD NATION RADIO	77003160	
	September 20, 2006	
OFF-ROAD NATION TV	77003156	
	September 20, 2006	
OFF-ROAD.COM	78799083	3180814
	January 25, 2006	December 5, 2006
OPHTHALMOLOGY TIMES	73646209	1461867
	February 24, 1987	October 20, 1987
PATIENT CARE	73669327	1474973
	June 29, 1987	February 2, 1988
PHARMACEUTICAL EXECUTIVE	75213527	2147366
	December 16, 1996	March 31, 1998
PHARMACEUTICAL REPRESENTATIVE	74520264	1939293
	May 5, 1994	December 5, 1995
PHARMACEUTICAL TECHNOLOGY	73774714	1603664
	January 17, 1989	June 26, 1990
PHARMACIST LIFE	78894049	
	May 26, 2006	
PHARMAGENOMICS DRUG DISCOVERY IN THE POST	76362087	2684949
GENOMIC ERA	January 22, 2002	February 4, 2003
POCKET SURVIVAL GUIDE	74183626	1697610
	July 10, 1991	June 30, 1992
POOL	76582891	2937548
	March 23, 2004	April 5, 2005
	76586420	2941449
pool	March 30, 2004	April 19, 2005
PROAB	78522644	3188032
	November 24, 2004	December 19, 2006
PROJECT	78227415	2960891
	March 19, 2003	June 7, 2005
	78282708	2889181
	August 4, 2003	September 28, 2004
PUBLISHER FOR A DAY	75222078	2127229
	January 7, 1997	January 6, 1998
REVIEWING STAND	75744973	2441985
	July 6, 1999	April 10, 2001

Advanstar Communications, Inc. Trademark	Application No. Filing Date	Registration No. Registration Date
RN	72054777	0676731
	July 3, 1958	April 7, 1959
RN CAREER SEARCH	75748206	2495156
	July 12, 1999	October 2, 2001
RN CAREERSEARCH	77079529	3311158
	January 10, 2007	October 16, 2007
S(ECO)ND	77145058	
	March 30, 2007	
SMARTER BUSINESS. BETTER PATIENT CARE.	76465979	2848851
	November 12, 2002	June 1, 2004
SPECTROSCOPY	75746038	2343638
	July 8, 1999	April 18, 2000
SPECTROSCOPY	73642146	1462419
	January 30, 1987	October 20, 1987
STUDENT ADVISOR	76425731	2711239
	June 28, 2002	April 29, 2003
STYLING & PERFORMANCE	77145068	
	March 30, 2007	
TECHNIQUES IN TODAY'S PRACTICE	76198634	2740714
	January 23, 2001	July 22, 2003
THE CONNECTED PHYSICIAN	76122890	2613318
	September 6, 2000	August 27, 2002
THE FACTORY	75566692	2287974
	October 7, 1998	October 19, 1999
THE STATE OF HEALTH CARE IN AMERICA	75942404	2494086
	March 13, 2000	October 2, 2001
THE VOICE OF OFF-ROAD MOTORSPORTS	77001301	3257559
	September 18, 2006	July 30, 2007
THE VOICE OF THE COLLISION REPAIR INDUSTRY	74511292	1930828
	April 11, 1994	October 31, 1995
TRENDS IN DENTISTRY	73702737	1533011
	December 24, 1987	April 4, 1989
TRENDS IN DENTISTRY	73585957	1399973
	March 3, 1986	July 1, 1986
TWO SIDES OF YOUR PRACTICE	76404588	2828369
	May 6, 2002	March 30, 2004
2 WHEEL TUNER	78382207	3105327
	March 11, 2004	June 13, 2006
UROLOGY CONGRESS	78878924	3266862
	May 8, 2006	July 17, 2007
UROLOGY TIMES	73646213	1462774
	February 24, 1987	October 27, 1987

Advanstar Communications, Inc. Trademark	Application No. Filing Date	Registration No. Registration Date
DATA	75039643 January 3, 1996	2092596 September 2, 1997
VETERINARY ECONOMICS	76500288 March 25, 2003	2852171 June 8, 2004
VETERINARY ECONOMICS	74288981 June 26, 1992	1810700 December 14, 1993
VETERINARY ECONOMICS HD HOSPITAL DESIGN CONFERENCE	76500287 March 25, 2003	2816655 February 24, 2004
VETERINARY ECONOMICS PROGRESS IN PRACTICE SEMINARS	76500289 March 25, 2003	2816656 February 24, 2004
VETERINARY ECONOMICS VETERINARY VOYAGES	76500293 March 25, 2003	2816657 February 24, 2004
VETERINARY HEALTHCARE COMMUNICATIONS	76175565 December 5, 2000	2503318 October 30, 2001
VETERINARY HEALTHCARE COMMUNICATIONS	76175560 December 5, 2000	2584036 June 18, 2002
VETERINARY MEDICINE	74288982 June 26, 1992	1810701 December 14, 1993
VETGUIDE	76500290 March 25, 2003	2859078 June 29, 2004
VETGUIDE.COM	76500283 March 25, 2003	2885380 September 14, 2004
VPB	73190865 October 26, 1978	1137377 July 1, 1980
WESTERN PLASTICS EXPOSITION	73795340 April 24, 1989	1576739 January 9, 1990
WHAT ARE YOU RIDING?	78522443 November 24, 2004	3041433 January 10, 2006
WHERE THE OFF-ROAD NATION CONDUCTS BUSINESS	78974387 September 14, 2006	3258816 July 3, 2007
WPE	73795341 April 24, 1989	1576740 January 9, 1990
YOUR DVM CAREER	76313381 September 17, 2001	2664817 December 17, 2002

CME2, INC.

CME2, Inc. Trademark	Application No. Filing Date	Registration No. Registration Date
CME2	78562617 February 8, 2005	3262321 July 10, 2007
cme ²	78660728 June 29, 2005	3308716 October 9, 2007

MEN'S APPAREL GUILD IN CALIFORNIA, INC.

Men's Apparel Guild in California, Inc. Trademark	Application No. Filing Date	Registration No. Registration Date
BUSINESS OF FASHION	75913801 February 9, 2000	2499225 October 16, 2001
BUSINESS OF FASHION	77042233 November 13, 2006	
FASHION LIVES HERE	76391627 April 4, 2002	2766330 September 23, 2003
HIGH	78513145 November 8, 2004	3045598 January 17, 2006
MAGIC	75904684 January 26, 2000	2417603 January 2, 2001
MAGIC KIDS	78537630 December 23, 2004	3079037 April 11, 2006
MAGIC MARKETPLACE	76411516 May 14, 2002	2771040 October 7, 2003
MAGICONLINE	76326158 October 16, 2001	2651727 November 19, 2002
MAGIC INTERNATIONAL COLUMN COL	76215387 February 26, 2001	2609172 August 20, 2002
SOURCING AT MAGIC	77041147 November 10, 2006	3296418 September 25, 2007
SOURCING ZONE	78475454 August 30, 2004	3004418 October 4, 2005

Item B. Trademark Licenses:

MEN'S APPAREL GUILD IN CALIFORNIA, INC.

Trademark	Licensor	Licensee	Effective Date. Expiration Date
ISAM	International Swimwear and Activewear Market	Men's Apparel Guild in California Inc.	5/9/2005 9/31/2009

TRADEMARK REEL: 003732 FRAME: 0613

RECORDED: 03/05/2008