

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Gartner, Inc.		02/29/2008	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	CMP Media LLC
Street Address:	600 Community Drive
City:	Manhasset
State/Country:	NEW YORK
Postal Code:	11030
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 7

Property Type	Number	Word Mark
Serial Number:	78768586	SYSTEM BUILDER SUMMIT
Registration Number:	3372919	SYSTEM BUILDER SUMMIT
Registration Number:	2336856	SYSTEM BUILDER SUMMIT
Registration Number:	2556292	VISION EVENTS
Registration Number:	1882439	VARVISION
Registration Number:	1918267	RETAILVISION
Registration Number:	1910474	RETAILVISION

CORRESPONDENCE DATA

Fax Number: (516)467-8532
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 516-562-5705
 Email: mheddell@ubm-us.com
 Correspondent Name: Melissa Heddell
 Address Line 1: 600 Community Drive
 Address Line 2: 4th Floor

CH \$190.00 78768586

Address Line 4: Manhasset, NEW YORK 11030

NAME OF SUBMITTER:

Melissa Heddell

Signature:

/melissaheddell/

Date:

03/10/2008

Total Attachments: 4

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ASSIGNMENT OF TRADEMARKS AND SERVICE MARKS

This **ASSIGNMENT OF TRADEMARKS AND SERVICE MARKS** made as of the 29th day of February, 2008, by **GARTNER, INC**, a Delaware corporation, with a mailing address of 56 Top Gallant Road, P.O. Box 10212, Stamford, CT 06904-2212 (“**Assignor**”), to **CMP Media LLC**, a Delaware limited liability company with a mailing address of c/o United Business Media, Inc., 600 Community Drive, 4th Floor, Manhasset, NY 11030 (“**Assignee**”).

RECITALS

WHEREAS, Assignee and Assignor are parties to an Asset Purchase Agreement dated as of February 20, 2008 (the “**Asset Purchase Agreement**”), pursuant to which Assignor has agreed to sell, assign, transfer, convey and deliver to Assignee and Assignee has agreed to purchase, acquire and accept from Assignor the Purchased Assets (as defined in the Asset Purchase Agreement), including without limitation the Seller Business Trademarks (as defined in the Asset Purchase Agreement). Pursuant to the Asset Purchase Agreement, Assignor has agreed to execute such instruments as Assignee may reasonably request in order to more effectively assign to Assignee of, all of such assets; and

WHEREAS, in accordance therewith, Assignor desires to sell, assign, transfer, convey and deliver to Assignee, and Assignee desires to purchase, acquire and accept the sale, assignment, transfer, conveyance and delivery of, all of Assignor’s worldwide right, title and interest in, to and under Assignor’s service marks, trademarks, service mark and trademark applications and trade names listed on Schedule A annexed hereto and incorporated herein by reference (all of the foregoing being referred to herein as the “**Marks**”).

NOW, THEREFORE, Assignor, for and in exchange for the payment of the Purchase Price (as defined and set forth in the Asset Purchase Agreement), the receipt of which is hereby acknowledged, does hereby sell, assign, transfer, convey and deliver to Assignee, and Assignee hereby purchases, acquires and accepts the sale, assignment, transfer, conveyance and delivery of, all of Assignor’s worldwide right, title and interest in, to and under the Marks, together with the goodwill of the Business associated therewith and which is symbolized thereby, all rights to sue for infringement of any Mark, whether arising prior to or subsequent to the date of this Assignment of Trademarks and Service Marks, and any and all renewals and extensions thereof that may hereafter be secured under the laws now or hereafter in effect in the United States and in any other jurisdiction, the same to be held and enjoyed by the said Assignee, its successors and assigns from and after the date hereof as fully and entirely as the same would have been held and enjoyed by the said Assignor had this Assignment of Trademarks and Service Marks not been made. Assignor agrees to execute any further documents reasonably requested by Assignee to effect the foregoing assignment.

Nothing in this Assignment of Trademarks and Service Marks shall be deemed to supersede, enlarge or modify any of the provisions of the Asset Purchase Agreement, all of


which shall survive the execution and delivery of this Assignment of Trademarks and Service Marks as provided in, and subject to the limitations set forth in, the Asset Purchase Agreement. If any conflict exists between the terms of this Assignment of Trademarks and Service Marks and the terms of the Asset Purchase Agreement, the terms of the Asset Purchase Agreement shall govern and control.

Except to the extent that federal law preempts state law with respect to the matters covered hereby, this Assignment of Trademarks and Service Marks shall be governed by and construed in accordance with the laws of the State of New York without giving effect to the principles of conflicts of laws thereof.

[Remainder left intentionally blank; next page is the Signature Page]

IN WITNESS WHEREOF, have caused its duly authorized officer to execute this Assignment of Trademarks and Service Marks as of the date first above written.

GARTNER, INC.

By: 
Name: Lewis G. Schwartz
Title: SVP and General Counsel

Subscribed and sworn to
before me this
29th day of February, 2008



DARIA CUMMINGS
NOTARY PUBLIC
MY COMMISSION EXPIRES JUNE 30, 2009

SCHEDULE A

Trademarks and Service Marks

Registered at the United States Patent and Trademark Office.

	TRADEMARK	APPLICATION NUMBER AND DATE FILED	REGISTRATION NUMBER	DATE REGISTERED
1.	SYSTEM BUILDER SUMMIT		3372919	3372919
2.	SYSTEM BUILDER SUMMIT	78768586	N/A	N/A
3.	SYSTEM BUILDER SUMMIT		2336856	3/28/00
4.	VISION EVENTS		2556292	4/2/02
5.	VARVISION		1882439	3/7/95
6.	RETAILVISION		1918267	9/12/95
7.	RETAILVISION		1910474	8/8/95