

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
Mass Events Labs, Inc.		01/02/2008	CORPORATION: MASSACHUSETTS
<b>RECEIVING PARTY DATA</b>			
Name:	CMP Media LLC		
Street Address:	600 Community Drive		
City:	Manhasset		
State/Country:	NEW YORK		
Postal Code:	11030		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
Property Type	Number	Word Mark	
Registration Number:	3219166	MASHUP UNIVERSITY	
Registration Number:	3219126	MASHUP CAMP	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(516)467-8532		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	516-562-5705		
Email:	mheddell@ubm-us.com		
Correspondent Name:	Melissa Heddell		
Address Line 1:	600 Community Drive		
Address Line 2:	4th Floor		
Address Line 4:	Manhasset, NEW YORK 11030		
NAME OF SUBMITTER:	Melissa Heddell		
Signature:	/melissaheddell/		
Date:	03/19/2008		

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**Total Attachments: 3**

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## ASSIGNMENT OF US TRADEMARKS

This Trademark Assignment (this "Agreement"), dated as of January 2, 2008 (the "Effective Date"), by and between CMP Media LLC., a Delaware limited liability company ("Assignee") and Mass Events Labs, Inc., ("Assignor"), a Massachusetts corporation ("Mass Events").

WHEREAS, pursuant to that certain Asset Purchase Agreement, dated as of the date hereof (as amended, supplemented or otherwise modified from time to time, the "Purchase Agreement"), among Mass Events, the Assignor has agreed to sell, convey, transfer, assign, grant and deliver all of their right, title and interest in the Business of Mass Events, including the Registered Trademarks set forth on Schedule 5.07 to the Purchase Agreement (the "Marks"); and

WHEREAS, pursuant to the Purchase Agreement, the Assignor has agreed to assign to the Assignee, and the Assignee has agreed to assume, the Marks;

NOW THEREFORE, in consideration of the foregoing and the mutual covenants contained herein, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereby agree as follows:

1. Assignment. The Assignor hereby assigns and transfers to the Assignee all right, title and interest in and to the Marks attached hereto as Exhibit A.
2. Rights and Privileges. All rights and privileges, including without limitation the right to sue for and receive all damages from past infringements of the Marks shall be held and enjoyed by Assignee, and its successors, assigns and other legal representatives.
3. Further Assurances. Each of the Assignor and Assignee shall execute such documents and other instruments and take such further actions as may reasonably be required or desirable to carry out the provisions hereof and consummate the transaction contemplated by this Agreement.
4. Authorization. Assignor authorizes and requests the Commissioner of Patents and Trademarks in the United States, and any other official throughout the world whose duty is to register and record ownership in trademark registrations and applications for registration of trademarks, to record Assignee as the assignee and owner of any and all of Assignor's rights in the Marks.
5. Governing Law. This Assignment shall be governed by and construed in accordance with the laws of the State of Delaware, regardless of the laws that might otherwise govern under applicable principles of conflicts of law, as to all matters, including but not limited to matters of validity, construction, effect, performance and remedies.

6. Counterparts. This Assignment may be executed in counterparts, each of which shall be deemed an original and all of which together will constitute one instrument. Facsimile counterpart signatures to this Assignment shall be acceptable and binding.

IN WITNESS WHEREOF, the Assignor and the Assignee have caused this Agreement to be signed by their respective officers thereunto duly authorized, all as of the date first written above.

**ASSIGNOR:**

**MASS EVENTS LABS, INC.**

By: \_\_\_\_\_

Name:

Title:

JAMES D. GOUDIN

TREASURER

**ASSIGNEE:**

**CMP MEDIA LLC**

By: \_\_\_\_\_

Name: Melissa Heddeh

Title: Assistant Secretary

Exhibit A

Registered Trademarks

1. Registration No. 3219166 – Mashup University – Registered March 13, 2007.
2. Registration No. 3219126 – Mashup Camp – Registered March 13, 2007.