

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			
Name	Formerly	Execution Date	Entity Type
dmg world media (USA) inc.		06/27/2008	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Marketplace Events LLC		
Street Address:	31300 Solon Road		
Internal Address:	Suite #3		
City:	Solon		
State/Country:	OHIO		
Postal Code:	44139		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2695004	BUFFALO HOME & GARDEN SHOW	
Registration Number:	1726105	NEW ENGLAND HOME SHOW	
CORRESPONDENCE DATA			
Fax Number:	(212)687-2329		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(212)338-3522		
Email:	NewYorkIPDocketing@foley.com		
Correspondent Name:	Kelly M. Bargmann		
Address Line 1:	90 Park Avenue		
Address Line 4:	New York, NEW YORK 10016-1314		
ATTORNEY DOCKET NUMBER:	093538-0103		
NAME OF SUBMITTER:	Kelly M. Bargmann		
Signature:	/kmbargmann/		

OP \$65.00 2695004

Date:

08/06/2008

Total Attachments: 3

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TRADEMARK ASSIGNMENT

This Assignment is made by dmg world media (USA) inc., a Delaware corporation ("Assignor") in favor of Marketplace Events LLC, a Delaware limited liability company ("Assignee").

WHEREAS, pursuant to that certain Asset Purchase Agreement entered into by Assignor, dmg world media (Canada) inc., Assignee, and Stephens Investments Holdings LLC, dated as of June 27, 2008, Assignor has agreed to assign to Assignee all of its right, title, and interest in and to the trademarks set forth on the attached Schedule A ("Marks"), and

WHEREAS, Assignee desires to acquire from Assignor all of Assignor's right, title, and interest in and to the Marks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns and transfers to Assignee all of Assignor's right, title, and interest in and to the Marks, together with all of the goodwill associated therewith. The assignment of the Marks granted herein includes all rights of action accrued, accruing, and to accrue under and by virtue of the Marks, including all right to sue or otherwise recover for past, present, and future infringement and to receive all damages, payments, costs, and fees associated therewith.

Assignor shall assist Assignee and cooperate in the completion of any documents, filings, or notices necessary to be filed and recorded with the appropriate authorities to effect the aforesaid assignment and transfer of ownership in the Marks for no additional consideration at Assignee's expense.

Executed this ___ day of _____, 2008

ASSIGNOR:

DMG WORLD MEDIA (USA) INC.

By: Michael Franks

Name: Michael Franks
Title: Chief Operating Officer

ASSIGNEE:

MARKETPLACE EVENTS LLC

By: _____

Name: Richard H. Blank Jr.
Title: Manager

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Executed this ___ day of _____, 2008

ASSIGNOR:

DMG WORLD MEDIA (USA) INC.

By: _____

Name: Michael Franks

Title: Chief Operating Officer

ASSIGNEE:

MARKETPLACE EVENTS LLC

By: 

Name: Richard H. Blank Jr.

Title: Manager

SCHEDULE A

Mark	Jurisdiction	Reg. No.
BUFFALO HOME & GARDEN SHOW	US Federal	2695004
NEW ENGLAND HOME SHOW	US Federal	1726105
THE CENTRAL FLORIDA HOME & GARDEN SHOW	US State (Florida)	T07000000275
INDIANAPOLIS HOME SHOW, INC.	US State (Indiana)	50097920
HOME AND GARDEN SHOW and Design	US State (Iowa)	133342
HOME AND GARDEN SHOW	US State (Minnesota)	6716
FLOWER IN HOUSE Design	US State (Minnesota)	31777
LEAF IN HOUSE Design	US State (Minnesota)	31779
THE BIG ONE	US State (Minnesota)	26691
THE HOME & GARDEN SHOW	US State (Minnesota)	31780
HOME IMPROVEMENT & REMODELING EXPO SPRING SHOW	US State (New York)	S-17176
HOME IMPROVEMENT REMODELING & DECORATING SHOW and Design	US State (Utah)	38238
SALT LAKE HOME FURNISHING SHOW	US State (Utah)	22-61820151
SPRING HOME & GARDEN FESTIVAL and Design	US State (Utah)	38237