

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Notice of Grant of Security Interest in Trademarks		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Marketplace Events LLC		07/24/2008	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	BB&T Capital Partners/Windsor Mezzanine Fund, LLC, as Agent		
Street Address:	101 North Cherry Street		
Internal Address:	Suite 700		
City:	Winston-Salem		
State/Country:	NORTH CAROLINA		
Postal Code:	27101		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	1726105	NEW ENGLAND HOME SHOW	
Registration Number:	2695004	BUFFALO HOME & GARDEN SHOW	
CORRESPONDENCE DATA			
Fax Number:	(919)416-8328		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	9192868041		
Email:	pto_tmconfirmation@mvalaw.com		
Correspondent Name:	Moore & Van Allen PLLC		
Address Line 1:	430 Davis Drive		
Address Line 2:	Suite 500		
Address Line 4:	Morrisville, NORTH CAROLINA 27560		
ATTORNEY DOCKET NUMBER:	020716.13 DMG HOMES JES		
NAME OF SUBMITTER:	John E. Slaughter		

OP \$65.00 1726105

Signature:	/John E. Slaughter/
Date:	08/13/2008
Total Attachments: 4 source=NGSI-T (Junior) Marketplace to BB&T#page1.tif source=NGSI-T (Junior) Marketplace to BB&T#page2.tif source=NGSI-T (Junior) Marketplace to BB&T#page3.tif source=NGSI-T (Junior) Marketplace to BB&T#page4.tif	

NOTICE
OF
GRANT OF SECURITY INTEREST
IN
TRADEMARKS

United States Patent and Trademark Office

Ladies and Gentlemen:

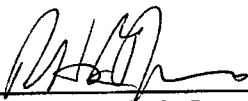
Please be advised that pursuant to the Security and Pledge Agreement dated as of July 24, 2008 (as the same may be amended, modified, extended or restated from time to time, the "Agreement") by and among the Grantors party thereto (each a "Grantor" and collectively, the "Grantors") the Lenders from time to time party thereto and BB&T Capital Partners/Windsor Mezzanine Fund, LLC, a Delaware limited liability company, as collateral agent (the "Agent") for the holders of the Secured Obligations referenced therein, the undersigned Grantor has granted a continuing security interest in and continuing lien upon the trademarks and trademark applications shown on Schedule 1 hereto to the Agent for the ratable benefit of the holders of the Secured Obligations.

The Grantors and the Agent, on behalf of the holders of the Secured Obligations, hereby acknowledge and agree that the security interest in the trademarks and trademark applications shown on Schedule 1 hereto (i) may only be terminated in accordance with the terms of the Agreement and (ii) is not to be construed as an assignment of any trademark or trademark application.

[Remainder of page intentionally left blank – Signature page to follow]

Very truly yours,

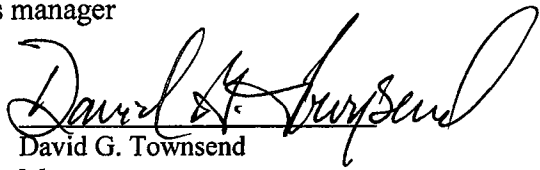
MARKETPLACE EVENTS LLC,
a Delaware LLC

By: 
Name: Richard H. Blank, Jr.
Title: Vice President

Acknowledged and Accepted:

BB&T CAPITAL PARTNERS/WINDSOR MEZZANINE FUND, LLC,
a Delaware limited liability company as Agent

By: Reynolda Capital Management Company II, LLC,
its manager

By: 
Name: David G. Townsend
Title: Manager

Notice of Grant of Security Interests
in Trademarks (USA)
Signature Page

TRADEMARK
REEL: 003835 FRAME: 0180

Schedule 1

**Marketplace Events LLC
(Delaware Corporation)**

U.S. Trademarks

Registered Marks

Mark	Registration No.	Registration Date
BUFFALO HOME & GARDEN SHOW	2695004	03/11/03
NEW ENGLAND HOME SHOW	1726105	10/20/92