

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
International Merchandising Corporation		07/29/2008	CORPORATION: OHIO
RECEIVING PARTY DATA			
Name:	IMG Worldwide, Inc.		
Street Address:	1360 East Ninth Street		
Internal Address:	IMG Center		
City:	Cleveland		
State/Country:	OHIO		
Postal Code:	44114		
Entity Type:	CORPORATION: OHIO		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	77458292	FASHION WEEK LIVE	
Serial Number:	77458295	FASHIONWEEKLIVE	
CORRESPONDENCE DATA			
Fax Number:	(212)609-6921		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212 609 6800		
Email:	mboyce@mccarter.com		
Correspondent Name:	McCarter & English - Gary H. Fechter		
Address Line 1:	245 Park Avenue, 27th Floor		
Address Line 4:	New York, NEW YORK 10167-0001		
ATTORNEY DOCKET NUMBER:	100912/3 GHF 2807		
NAME OF SUBMITTER:	Gary H. Fechter		
Signature:	/ghf/		

CH \$65.00 77458292

Date:

08/27/2008

Total Attachments: 3

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ASSIGNMENT OF TRADEMARKS

WHEREAS, International Merchandising Corporation, an Ohio corporation having an address of IMG Center, 1360 East Ninth Street, Cleveland, Ohio 44114 (hereinafter referred to as "ASSIGNOR"), is the owner of the trademarks and record owner of the United States and foreign trademark applications and registrations set forth in the SCHEDULE annexed hereto and made a part thereof, (hereinafter referred to as the "TRADEMARKS"); and

WHEREAS, IMG Worldwide, Inc., an Ohio corporation, having an address of IMG Center, 1360 East Ninth Street, Cleveland, Ohio 44114 (hereinafter referred to as "ASSIGNEE"), is desirous of acquiring all of the right, title and interest of ASSIGNOR in, to and under the TRADEMARKS, including the entire business or portion thereof to which the TRADEMARKS pertain, together with the goodwill of the business associated with the TRADEMARKS, as well as all common law rights thereto; and

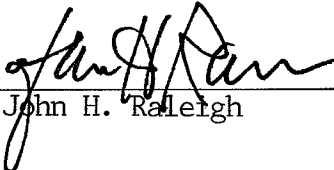
NOW THEREFORE, in consideration of the sum of Ten Dollars (\$10.00) and other good and valuable consideration, the sufficiency and receipt of which is hereby acknowledged, ASSIGNOR hereby transfers and assigns to ASSIGNEE the entire right, title and interest of ASSIGNOR in and to the TRADEMARKS together with the goodwill of the business or portion of the business to which the TRADEMARKS pertain; and

ASSIGNOR, does hereby sell, assign, transfer and set over unto ASSIGNEE, its successors, legal representatives and assigns all claims for damages by reason of past infringement of the TRADEMARKS, the right to sue for and collect the same for its own use and enjoyment and for the use and enjoyment of its successors, assigns and other legal representatives; and

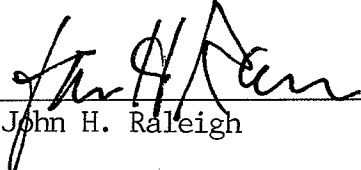
ASSIGNOR further agrees to execute such further documents as may be required to record ASSIGNEE as the owner of the TRADEMARKS herein assigned.

IN WITNESS WHEREOF, this instrument has been executed this 29th day of July, 2008.

INTERNATIONAL MERCHANDISING CORPORATION

By: 
Name: John H. Raleigh
Title: Senior Vice President

IMG WORLDWIDE, INC.

By: 
Name: John H. Raleigh
Title: Senior Vice President

SCHEDULE OF UNITED STATES TRADEMARKS

<u>MARK</u>	<u>SERIAL NO.</u>	<u>FILED</u>
FASHION WEEK LIVE	77/458,292	4/25/2008
FASHIONWEEKLIVE	77/458,295	4/25/2008