

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
Pyramid Research LLC		08/29/2008	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	United Business 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: 1			
Property Type	Number	Word Mark	
Serial Number:	77363023	PYRAMID RESEARCH	
CORRESPONDENCE DATA			
Fax Number:	(516)467-8532		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-600-3134		
Email:	mheddell@ubm-us.com		
Correspondent Name:	Melissa Heddell		
Address Line 1:	11 West 19th Street		
Address Line 2:	3rd Floor		
Address Line 4:	New York, NEW YORK 10011		
NAME OF SUBMITTER:	Melissa Heddell		
Signature:	/melissaheddell/		
Date:	09/17/2008		

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Total Attachments: 6

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TRADEMARK ASSIGNMENT

WHEREAS, **Pyramid Research LLC** a Delaware limited liability company, of 58 Charles Street, Cambridge, Massachusetts 02141 ("**Assignor**") is the current owner of certain trademarks, and all associated rights, including, without limitation, those listed on the attached Schedule A(the "**Trademarks**"); and

WHEREAS, **United Business Media LLC**, a Delaware limited liability company, of 600 Community Drive, Manhasset, New York 11030 ("**Assignee**"), wishes to acquire the Trademarks together with the goodwill of the business in connection with which the Trademarks are used.

NOW, THEREFORE, in consideration of and in exchange for \$1.00 and other valuable and legally sufficient consideration, the receipt of which Assignor hereby acknowledges, Assignor hereby agrees to and does sell, assign and transfer to Assignee its entire right, title and interest, in all countries of the world, in and to the Trademarks together with the goodwill symbolized by and associated with the business to which the Trademarks pertains, all proceeds and products of the Trademarks, as well as all rights of enforcement and recovery for any actions, claims and demands whatsoever, known or unknown, that Assignor may have had thereunder prior to the date of this Assignment. Assignor further agrees to take all reasonable or necessary steps to implement the provisions of this assignment, including, without limitation, executing and delivering, or causing to be executed and delivered, all instruments of sale, conveyance, transfer and assignment, and notices, releases acquittances and other documents, and performing such further acts, as may be necessary to convey, transfer, assign, and deliver to, and consolidate, vest and record in Assignee, full ownership of the Trademarks and other rights conveyed herewith.

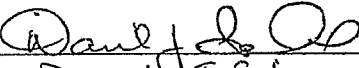
IN WITNESS WHEREOF, a duly authorized officer of Assignor and Assignee has executed this agreement with an effective date of August 31, 2008. Notary certification of the signatures follows on page 3 of this document.

ASSIGNOR

ASSIGNEE

Pyramid Research LLC

United Business Media LLC

By: 
Name: DANIEL J. SCHIMMEL
Title: CEO
Date: 8/29/08

By: _____
Name:
Title:
Date:

IN WITNESS WHEREOF, a duly authorized officer of Assignor and Assignee has executed this agreement with an effective date of August 31, 2008. Notary certification of the signatures follows on page 3 of this document.

ASSIGNOR

Pyramid Research, LLC

By: _____
Name:
Title:
Date:

ASSIGNEE

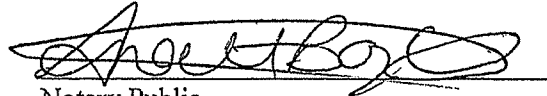
United Business Media LLC

By: Wm Jordan
Name: Wm Jordan
Title: Vice President
Date:

NOTARY CERTIFICATION

State of MA)
) SS
County of Middlesex)

On this 29 day of August, 2008 before me appeared Daniel J. Schmael known to me personally and in the capacity in which he/she has signed, and after executing this document acknowledged and affirmed that he/she did so freely, and in the capacity indicated, and that he/she has the power and authority to do so in that capacity and on behalf of that entity.


Notary Public

State of _____)
) SS
County of _____)



ANA MOJICA BOYD
Notary Public
Commonwealth of Massachusetts
My Commission Expires 12/15/11

On this _____ day of _____ before me appeared _____, known to me personally and in the capacity in which he/she has signed, and after executing this document acknowledged and affirmed that he/she did so freely, and in the capacity indicated, and that he/she has the power and authority to do so in that capacity and on behalf of that entity.

Notary Public

NOTARY CERTIFICATION

State of _____)
) SS
County of _____)

On this _____ day of _____ before me appeared _____, known to me personally and in the capacity in which he/she has signed, and after executing this document acknowledged and affirmed that he/she did so freely, and in the capacity indicated, and that he/she has the power and authority to do so in that capacity and on behalf of that entity.

Notary Public

State of New York)
) SS
County of New York)

On this 28 day of August, 2008 before me appeared Irene Jordan, known to me personally and in the capacity in which he/she has signed, and after executing this document acknowledged and affirmed that he/she did so freely, and in the capacity indicated, and that he/she has the power and authority to do so in that capacity and on behalf of that entity.

Matthew T. Campion
Notary Public

MATTHEW T. CAMPION
Notary Public, State of New York
No. 01CA6146501
Qualified in Kings County
Certificate Filed in New York County
Commission Expires May 22, 2010

SCHEDULE A
TRADEMARKS

MARK	REG. NO.	COUNTRY
Pyramid Research	Application No. 77363023	United States
Pyramid Research	000590117	European Union

{00611564; 1; 2702-2}