

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT								
NATURE OF CONVEYANCE:	CHANGE OF NAME								
CONVEYING PARTY DATA									
<table border="1" style="width: 100%;"> <tr> <th style="width: 30%;">Name</th> <th style="width: 30%;">Formerly</th> <th style="width: 20%;">Execution Date</th> <th style="width: 20%;">Entity Type</th> </tr> <tr> <td>CMP Media LLC</td> <td></td> <td>02/28/2008</td> <td>LIMITED LIABILITY COMPANY: DELAWARE</td> </tr> </table>	Name	Formerly	Execution Date	Entity Type	CMP Media LLC		02/28/2008	LIMITED LIABILITY COMPANY: DELAWARE	
Name	Formerly	Execution Date	Entity Type						
CMP Media LLC		02/28/2008	LIMITED LIABILITY COMPANY: DELAWARE						
RECEIVING PARTY DATA									
Name:	United Business Media LLC								
Street Address:	600 Community Drive								
Internal Address:	Third Floor								
City:	Manhasset								
State/Country:	NEW YORK								
Postal Code:	11030								
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE								
PROPERTY NUMBERS Total: 1									
<table border="1" style="width: 100%;"> <tr> <th style="width: 20%;">Property Type</th> <th style="width: 20%;">Number</th> <th style="width: 60%;">Word Mark</th> </tr> <tr> <td>Registration Number:</td> <td>1977559</td> <td>CHANNEL ADVOCATE</td> </tr> </table>	Property Type	Number	Word Mark	Registration Number:	1977559	CHANNEL ADVOCATE			
Property Type	Number	Word Mark							
Registration Number:	1977559	CHANNEL ADVOCATE							
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:	Third Floor								
Address Line 4:	New York, NEW YORK 10011								
NAME OF SUBMITTER:	Melissa Heddell								
Signature:	/melissaheddell/								
Date:	04/01/2009								

CH \$40.00 1977559

900132905

TRADEMARK
 REEL: 003979 FRAME: 0918

Total Attachments: 2

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REEL: 003979 FRAME: 0919

Delaware

PAGE 1

The First State

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "CMP MEDIA LLC", CHANGING ITS NAME FROM "CMP MEDIA LLC" TO "UNITED BUSINESS MEDIA LLC", FILED IN THIS OFFICE ON THE TWENTY-NINTH DAY OF FEBRUARY, A.D. 2008, AT 8 O'CLOCK A.M.



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080256550

You may verify this certificate online
at corp.delaware.gov/authver.shtml

Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 6416208

DATE: 02-29-08

TRADEMARK

REEL: 003979 FRAME: 0920

Certificate of Amendment to the Certificate of Formation
of
CMP Media LLC

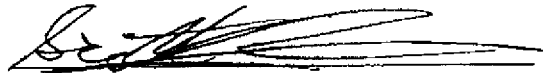
It is hereby certified that:

1. The name of the limited liability company (hereinafter called the limited liability company) is CMP Media LLC.
2. The certificate of formation of the limited liability company is hereby amended by striking out Article First thereof and by substituting in lieu of said Article First the following new Article:

"First the name of the Company is United Business Media LLC."
3. The effective date of the amendment herein certified shall be February 29, 2008.

Executed on February 19, 2008.

By:



Name: SCOTT MOZARSKY

Title: Chief Financial Officer