

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|------------------------------|--|
| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL |

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|------------------------|----------|----------------|------------------------------|
| UBM IP Ireland Limited | | 05/13/2009 | Limited Corporation: IRELAND |

RECEIVING PARTY DATA

| | |
|------------------------|------------------------|
| Name: | UBM IP Luxembourg SARL |
| Street Address: | 17 Boulevard |
| City: | Prince Henri |
| State/Country: | LUXEMBOURG |
| Postal Code: | L-1723 |
| Entity Type: | COMPANY: LUXEMBOURG |

PROPERTY NUMBERS Total: 41

| Property Type | Number | Word Mark |
|----------------|----------|-------------------------------|
| Serial Number: | 77626432 | TECHINSIGHTS |
| Serial Number: | 77626410 | TECHINSIGHTS |
| Serial Number: | 77627483 | MOBILE CONNECT |
| Serial Number: | 77627478 | MOBILE CONNECT |
| Serial Number: | 77627471 | MOBILE CONNECT |
| Serial Number: | 77627474 | MOBILE CONNECT |
| Serial Number: | 77627723 | GAME DEVELOPERS CHOICE AWARDS |
| Serial Number: | 77626389 | TECHINSIGHTS |
| Serial Number: | 77626395 | TECHINSIGHTS |
| Serial Number: | 77626400 | TECHINSIGHTS |
| Serial Number: | 77626404 | TECHINSIGHTS |
| Serial Number: | 77626411 | TECHINSIGHTS |
| Serial Number: | 77626422 | TECHINSIGHTS |
| Serial Number: | 77626424 | TECHINSIGHTS |

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|----------------|----------|---|
| Serial Number: | 77626427 | TECHINSIGHTS |
| Serial Number: | 77626430 | TECHINSIGHTS |
| Serial Number: | 77626436 | TECHINSIGHTS |
| Serial Number: | 77648688 | UBM AVIATION |
| Serial Number: | 77648687 | UBM AVIATION |
| Serial Number: | 77648686 | UBM AVIATION |
| Serial Number: | 77648974 | UBM AVIATION |
| Serial Number: | 77648973 | UBM AVIATION |
| Serial Number: | 77648975 | UBM AVIATION |
| Serial Number: | 77649334 | THE RF EDGE |
| Serial Number: | 77649333 | THE RF EDGE |
| Serial Number: | 77649335 | THE RF EDGE |
| Serial Number: | 77649332 | THE RF EDGE |
| Serial Number: | 77661648 | STORAGE ECOSYSTEM |
| Serial Number: | 77661646 | STORAGE ECOSYSTEM |
| Serial Number: | 77661651 | STORAGE ECOSYSTEM |
| Serial Number: | 77661655 | STORAGE ECOSYSTEM |
| Serial Number: | 77661649 | STORAGE ECOSYSTEM |
| Serial Number: | 77661650 | STORAGE ECOSYSTEM |
| Serial Number: | 77662145 | FEATURE SET SEARCH |
| Serial Number: | 77662156 | IC LOCATOR |
| Serial Number: | 77662169 | MODULE FINDER |
| Serial Number: | 77662179 | DIE PHOTO LIBRARY |
| Serial Number: | 77662190 | SYSTEM COST SUMMARIZER |
| Serial Number: | 77662275 | ICMI INTERNATIONAL CUSTOMER MANAGEMENT INSTITUTE |
| Serial Number: | 77662272 | ICMI INTERNATIONAL CUSTOMER MANAGEMENT INSTITUTE |
| Serial Number: | 77662271 | ICMI INTERNATIONAL CUSTOMER MANAGEMENT INSTITUTE |

CORRESPONDENCE DATA

Fax Number: (516)467-8532

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 212-600-3134

Email: mheddell@ubm-us.com

Correspondent Name: Melissa Heddell

TRADEMARK
REEL: 004028 FRAME: 0489

Address Line 1: 11 West 19th Street
Address Line 2: Third Floor
Address Line 4: New York, NEW YORK 10011

DOMESTIC REPRESENTATIVE

Name:
Address Line 1:
Address Line 2:
Address Line 3:
Address Line 4:

NAME OF SUBMITTER:

Melissa Heddell

Signature:

/melissaheddell/

Date:

07/21/2009

Total Attachments: 6

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TRADEMARK ASSIGNMENT AGREEMENT

THIS TRADEMARK ASSIGNMENT AGREEMENT (this "Assignment Agreement") is made as of the 13 day of MAY, 2009 by and among UBM IP Ireland Limited, located at 68 Merrion Square, Dublin 2, Ireland, a limited corporation, ("Assignor"), and UBM IP Luxembourg SARL, a Luxembourg company, with businesses located at 17, Boulevard Prince Henri, L-1723 Luxembourg, ("Assignee").

WHEREAS, ASSIGNOR is the owner of the applications and registrations identified in Schedule A below;

WHEREAS, ASSIGNEE is desirous of acquiring all ASSIGNOR's right, title, and interest in and to the Mark and the Applications & Registrations;

WHEREAS, ASSIGNOR is willing to assign to ASSIGNEE all ASSIGNOR's right, title, and interest in and to the Mark and the Applications & Registrations;

NOW, THEREFORE, for good and adequate consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby assigns to ASSIGNEE all ASSIGNOR's right, title, and interest in and to the Mark and the Applications & Registrations, together with the goodwill of the business symbolized by the Mark and the Applications & Registrations, and all rights to damages and profits, due or accrued, arising out of past infringements of said Mark, and the right to sue for and recover the same.

1. ASSIGNOR shall promptly, upon the request of ASSIGNEE, execute such other documents and/or instruments of assignment, transfer and conveyance as ASSIGNEE may reasonably request to permit ASSIGNEE to record the assignment made by this instrument or any other documents ASSIGNEE may reasonably deem necessary or advisable to effectuate the terms and intent of this Trademark Assignment


2. This Assignment Agreement may be executed in one or more counterparts, each of which shall be deemed to be an original, but all of which together shall constitute one and the same instrument.

[Signatures appear on the following page]

IN WITNESS WHEREOF, the parties hereto have caused this Assignment Agreement to be duly executed as of the 13 day of May, 2009.

ASSIGNOR:

UBM IP IRELAND LIMITED

By: 
Name: ANGUS SINCLAIR
Title: Director







ASSIGNEE:






UBM IP LUXEMBOURG SARL

By: _____
Name:
Title:


[- signature page to Trademark Agreement -]

FOREIGN APPLICATIONS



| CURRENT LISTED OWNER | COUNTRY | MARK | APP. NO. | FILING DATE | CLASS |
|----------------------|---------|---|-------------|-------------|-------------------|
| UBM IP Ireland | Canada | EVERYTHING CHANNEL | 1385228 | 3/4/08 | 9, 16, 35, 41, 42 |
| UBM IP Ireland | Canada |  | 1385227 | 3/4/08 | 9, 16, 35, 41, 42 |
| UBM IP Ireland | Ukraine | GAME DEVELOPER | M2008 2124 | 12/18/08 | 9, 16, 41 |
| UBM IP Ireland | Ukraine | GAME DEVELOPERS CONFERENCE | M2008 21823 | 12/18/08 | 35, 41 |
| UBM IP Ireland | USA | TECHINSIGHTS | 77626432 | 12/4/08 | 42 |
| UBM IP Ireland | USA |  | 77626410 | 12/4/08 | 42 |
| UBM IP Ireland | USA | MOBILE CONNECT | 77627483 | 12/5/08 | 9 |
| UBM IP Ireland | USA | MOBILE CONNECT | 77627478 | 12/5/08 | 41 |
| UBM IP Ireland | USA | MOBILE CONNECT | 77627471 | 12/5/08 | 42 |
| UBM IP Ireland | USA | MOBILE CONNECT | 77627474 | 12/5/08 | 35 |
| UBM IP Ireland | USA | GAME DEVELOPERS CHOICE AWARDS | 77627723 | 12/5/08 | 35 |
| UBM IP Ireland | USA |  | 77626389 | 12/4/08 | 9 |
| UBM IP Ireland | USA |  | 77626395 | 12/4/08 | 16 |
| UBM IP Ireland | USA |  | 77626400 | 12/4/08 | 35 |
| UBM IP Ireland | USA |  | 77626404 | 12/4/08 | 41 |

| CURRENT LISTED OWNER | COUNTRY | MARK | APP. NO. | FILING DATE | CLASS |
|----------------------|---------|---|-----------|-------------|-----------|
| UBM IP Ireland | USA |  | 77626411 | 12/4/08 | 45 |
| UBM IP Ireland | USA | TECHINSIGHTS | 77626422 | 12/4/08 | 9 |
| UBM IP Ireland | USA | TECHINSIGHTS | 77626424 | 12/4/08 | 16 |
| UBM IP Ireland | USA | TECHINSIGHTS | 77626427 | 12/4/08 | 35 |
| UBM IP Ireland | USA | TECHINSIGHTS | 77626430 | 12/4/08 | 41 |
| UBM IP Ireland | USA | TECHINSIGHTS | 77626436 | 12/4/08 | 45 |
| UBM IP Ireland | EU |  UBM Aviation | 007502602 | 1/5/09 | 9, 16, 39 |
| UBM IP Ireland | EU | UBM AVIATION | 007502685 | 1/5/09 | 9, 16, 39 |
| UBM IP Ireland | USA | UBM AVIATION | 77648688 | 1/13/09 | 9 |
| UBM IP Ireland | USA | UBM AVIATION | 77648687 | 1/13/09 | 16 |
| UBM IP Ireland | USA | UBM AVIATION | 77648686 | 1/13/09 | 39 |
| UBM IP Ireland | USA |  UBM Aviation | 77648974 | 1/14/09 | 16 |
| UBM IP Ireland | USA |  UBM Aviation | 77648973 | 1/14/09 | 9 |
| UBM IP Ireland | USA |  UBM Aviation | 77648975 | 1/14/09 | 39 |
| UBM IP Ireland | USA | THE RF EDGE | 77649334 | 1/14/09 | 41 |
| UBM IP Ireland | USA | THE RF EDGE | 77649333 | 1/14/09 | 38 |
| UBM IP Ireland | USA | THE RF EDGE | 77649335 | 1/14/09 | 42 |
| UBM IP Ireland | USA | THE RF EDGE | 77649332 | 1/14/09 | 35 |
| UBM IP Ireland | USA | STORAGE ECOSYSTEM | 77661648 | 2/2/09 | 16 |

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| CURRENT LISTED OWNER | COUNTRY | MARK | APP. NO. | FILING DATE | CLASS |
|----------------------|-----------|---|-----------|-------------|---------------------------|
| UBM IP Ireland | USA | STORAGE ECOSYSTEM | 77661646 | 2/2/09 | 9 |
| UBM IP Ireland | USA | STORAGE ECOSYSTEM | 77661651 | 2/2/09 | 41 |
| UBM IP Ireland | USA | STORAGE ECOSYSTEM | 77661655 | 2/2/09 | 42 |
| UBM IP Ireland | USA | STORAGE ECOSYSTEM | 77661649 | 2/2/09 | 35 |
| UBM IP Ireland | USA | STORAGE ECOSYSTEM | 77661650 | 2/2/09 | 38 |
| UBM IP Ireland | USA | FEATURE SET SEARCH | 77662145 | 2/3/09 | 42 |
| UBM IP Ireland | USA | IC LOCATOR | 77662156 | 2/3/09 | 42 |
| UBM IP Ireland | USA | MODULE FINDER | 77662169 | 2/3/09 | 42 |
| UBM IP Ireland | USA | DIE PHOTO LIBRARY | 77662179 | 2/3/09 | 42 |
| UBM IP Ireland | USA | SYSTEM COST SUMMARIZER | 77662190 | 2/3/09 | 35 |
| UBM IP Ireland | USA |  | 77662275 | 2/3/09 | 9 |
| UBM IP Ireland | USA |  | 77662272 | 2/3/09 | 35 |
| UBM IP Ireland | USA |  | 7662271 | 2/3/09 | 41 |
| UBM IP Ireland | HONG KONG | TECHWEB | 301062558 | 2/29/08 | 9, 16, 35, 38, 39, 41, 42 |
| UBM IP Ireland | EU |  | 6,717,919 | 3/3/08 | 9, 16, 35, 41, 42 |
| UBM IP Ireland | EU | TECHINSIGHTS | 6,707,616 | 3/3/08 | 9, 16, 35, 41, 42 |
| UBM IP Ireland | EU |  | 6,717,491 | 3/3/08 | 9, 16, 35, 38, 39, 41, 42 |

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| CURRENT LISTED OWNER | COUNTRY | MARK | APP. NO. | FILING DATE | CLASS |
|----------------------|---------|---|-----------|-------------|---------------------------|
| UBM IP Ireland | EU | TECHWEB | 6,708,317 | 2/29/08 | 9, 16, 35, 38, 39, 41, 42 |
| UBM IP Ireland | EU |  | 6,705,057 | 2/27/08 | 9, 16, 35, 38, 41, 42 |
| UBM IP Ireland | EU | EVERYTHING CHANNEL | 6,709,224 | 2/28/08 | 9, 16, 35, 38, 41, 42 |
| UBM IP Ireland | EU |  | 6,718,365 | 3/3/08 | 9, 16, 35, 38, 41, 42 |
| UBM IP Ireland | EU | THINK SERVICES | 6,711,014 | 2/29/08 | 9, 16, 35, 38, 41, 42 |

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