

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
United Business Media LLC		05/13/2009	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

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

PROPERTY NUMBERS Total: 3

Property Type	Number	Word Mark
Serial Number:	77701887	MATRIX PRISMA
Serial Number:	77701943	ICMI CONTACT CENTER MANAGEMENT CONFERENCE & EXPO
Serial Number:	77701921	ICMI CONTACT CENTER MANAGEMENT CONFERENCE & EXPO

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

DOMESTIC REPRESENTATIVE

900139148

**TRADEMARK
 REEL: 004028 FRAME: 0570**

CH \$90.00 77701887

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: 8

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TRADEMARK ASSIGNMENT AGREEMENT

THIS TRADEMARK ASSIGNMENT AGREEMENT (this "Assignment Agreement") is made as of the 13th day of May, 2009 by and among United Business Media LLC, a Delaware limited liability company located at 600 Community Drive, Manhasset New York 11030, USA ("Assignor"), 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

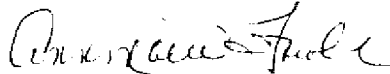
2. This Assignment Agreement may be executed in one or more counterparts, each of which shall be deemed to be an original, but all of which together shall constitute one and the same instrument.

[Signatures appear on the following page]

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

ASSIGNOR:

UNITED BUSINESS MEDIA LLC

By: 
Name: AnnMarie Fardol
Title: ^{ic} President + Secretary

ASSIGNEE:

UBM IP LUXEMBOURG SARL

By: 
Name: **Paul de Haan**
Title: **Manager**

[- signature page to Trademark Agreement -]

Schedule A

FOREIGN APPLICATIONS/REGISTRATIONS

CURRENT LISTED OWNER	COUNTRY	MARK	APP. NO.	FILING DATE	CLASS	STATUS
United Business Media LLC	BRAZIL	EVERYTHING CHANNEL	829617175	04-Mar-2008	9	Pending
United Business Media LLC	BRAZIL	EVERYTHING CHANNEL	829617167	04-Mar-2008	16	Pending
United Business Media LLC	BRAZIL	EVERYTHING CHANNEL	829617159	04-Mar-2008	35	Pending
United Business Media LLC	BRAZIL	EVERYTHING CHANNEL	829617230	04-Mar-2008	41	Pending
United Business Media LLC	BRAZIL	EVERYTHING CHANNEL	829617213	04-Mar-2008	42	Pending
United Business Media LLC	BRAZIL	Everything CHANNEL	829617221	04-Mar-2008	9	Pending
United Business Media LLC	BRAZIL	Everything CHANNEL	829617205	04-Mar-2008	16	Pending
United Business Media LLC	BRAZIL	Everything CHANNEL	829617140	04-Mar-2008	35	Pending
United Business Media LLC	BRAZIL	Everything CHANNEL	829617191	04-Mar-2008	41	Pending
United Business Media LLC	BRAZIL	Everything CHANNEL	829617183	04-Mar-2008	42	Pending
CMP Media LLC	CHINA	EVERYTHING CHANNEL	6571578	29-Feb-2008	9	Pending
CMP Media LLC	CHINA	EVERYTHING CHANNEL	6571577	29-Feb-2008	16	Pending

CURRENT LISTED OWNER	COUNTRY	MARK	APP. NO.	FILING DATE	CLASS	STATUS
CMP Media LLC	CHINA	EVERYTHING CHANNEL	6571576	29-Feb-2008	35	Pending
CMP Media LLC	CHINA	EVERYTHING CHANNEL	6571575	29-Feb-2008	41	Pending
CMP Media LLC	CHINA	EVERYTHING CHANNEL	6571574	29-Feb-2008	42	Pending
CMP Media LLC	CHINA	Everything CHANNEL	6571573	29-Feb-2008	9	Pending
CMP Media LLC	CHINA	Everything CHANNEL	6571572	29-Feb-2008	16	Pending
CMP Media LLC	CHINA	Everything CHANNEL	6571571	29-Feb-2008	35	Pending
CMP Media LLC	CHINA	Everything CHANNEL	6571570	29-Feb-2008	41	Pending
CMP Media LLC	CHINA	Everything CHANNEL	6571569	29-Feb-2008	42	Pending
CMP Media LLC	INDIA	EVERYTHING CHANNEL	1658669	27-Feb-2008	9, 16, 35, 41, 42	Pending
CMP Media LLC	INDIA	Everything CHANNEL	1658670	27-Feb-2008	9, 16, 35, 41, 42	Pending
United Business Media LLC	RUSSIAN FEDERATION	EVERYTHING CHANNEL	2008722412	08-Jul-2008	9, 16, 35, 41, 42	Pending
United Business Media LLC	UNITED ARAB EMIRATES	EVERYTHING CHANNEL	116632	17-Jul-2008	9	Pending
United Business Media LLC	UNITED ARAB EMIRATES	EVERYTHING CHANNEL	116633	17-Jul-2008	16	Pending
United Business Media LLC	UNITED ARAB EMIRATES	EVERYTHING CHANNEL	116634	17-Jul-2008	35	Pending

CURRENT LISTED OWNER	COUNTRY	MARK	APP. NO.	FILING DATE	CLASS	STATUS
United Business Media LLC	UNITED ARAB EMIRATES	EVERYTHING CHANNEL	116635	17-Jul-2008	41	Pending
United Business Media LLC	UNITED ARAB EMIRATES	EVERYTHING CHANNEL	116636	17-Jul-2008	42	Pending
United Business Media LLC	AUSTRALIA	TECHWEB	724038	13-Dec-1996	42	Registered
United Business Media LLC	BRAZIL	TECHWEB	829618210	05-Mar-2008	9	Pending
United Business Media LLC	BRAZIL	TECHWEB	829618180	05-Mar-2008	16	Pending
United Business Media LLC	BRAZIL	TECHWEB	829618198	05-Mar-2008	35	Pending
United Business Media LLC	BRAZIL	TECHWEB	829618201	05-Mar-2008	38	Pending
United Business Media LLC	BRAZIL	TECHWEB	829618171	05-Mar-2008	39	Pending
United Business Media LLC	BRAZIL	TECHWEB	829618155	05-Mar-2008	41	Pending
United Business Media LLC	BRAZIL	TECHWEB	829618147	05-Mar-2008	42	Pending
CMP Media LLC	CHINA	TECHWEB	6575761	03-Mar-2008	9	Pending
CMP Media LLC	CHINA	TECHWEB	6575760	03-Mar-2008	16	Pending

CURRENT LISTED OWNER	COUNTRY	MARK	APP. NO.	FILING DATE	CLASS	STATUS
CMP Media LLC	CHINA	TECHWEB	6575759	03-Mar-2008	35	Pending
CMP Media LLC	CHINA	TECHWEB	6987430	07-Oct-2008	36	Pending
CMP Media LLC	CHINA	TECHWEB	6575758	03-Mar-2008	38	Pending
CMP Media LLC	CHINA	TECHWEB	6575757	03-Mar-2008	39	Pending
CMP Media LLC	CHINA	TECHWEB	6575796	03-Mar-2008	41	Pending
CMP Media LLC	CHINA	TECHWEB	6575795	03-Mar-2008	42	Pending
United Business Media LLC	EUROPEAN UNION	TECHWEB	433219	24-Dec-1996	42	Registered
CMP Media LLC	CHINA	THINK SERVICES	6575767	03-Mar-08	9	Pending
CMP Media LLC	CHINA	THINK SERVICES	6575766	03-Mar-08	16	Pending
CMP Media LLC	CHINA	THINK SERVICES	6575765	03-Mar-08	35	Pending
CMP Media LLC	CHINA	THINK SERVICES	6575764	03-Mar-08	38	Pending

CURRENT LISTED OWNER	COUNTRY	MARK	APP. NO.	FILING DATE	CLASS	STATUS
CMP Media LLC	CHINA	THINK SERVICES	6575763	03-Mar-08	41	Pending
CMP Media LLC	CHINA	THINK SERVICES	6575762	03-Mar-08	42	Pending
CMP Media LLC	INDIA	THINK SERVICES	1661052	04-Mar-08	9, 16, 35, 38, 41, 42	Pending
CMP Media LLC	JAPAN	THINK SERVICES	2008-32108	11-Apr-08	9, 16, 35, 38, 41, 42	Pending
CMP Media LLC	China	TECHINSIGHTS	6575770	3/3/08	35	Pending
CMP Media LLC	China	TECHINSIGHTS	6575769	3/3/08	41	Pending
CMP Media LLC	China	TECHINSIGHTS	6575768	3/3/08	42	Pending
United Business Media LLC	Russia	TECHINSIGHTS	2008708641	3/13/08	9, 16, 35, 41, 42	Pending
United Business Media LLC	South Korea	TECHINSIGHTS	45-2008-0001024	3/06/08	9, 16, 35, 41, 42,	Pending
CMP Media LLC	India	TECHINSIGHTS	1661051	3/4/08	9, 16, 35, 41,42	Pending
CMP Media LLC	Canada	TECHINSIGHTS	1385545	2/28/08	9, 16, 35, 41, 42	Pending

CURRENT LISTED OWNER	COUNTRY	MARK	APP. NO.	FILING DATE	CLASS	STATUS
United Business Media LLC	Israel	TECHINSIGHTS	209307	3/6/08	9	Pending
United Business Media LLC	Israel	TECHINSIGHTS	209308	3/6/08	16	Pending
United Business Media LLC	Israel	TECHINSIGHTS	209309	3/6/08	35	Pending
United Business Media LLC	Israel	TECHINSIGHTS	209310	3/6/08	41	Pending
United Business Media LLC	Israel	TECHINSIGHTS	209311	3/6/08	42	Pending
CMP Media LLC	Japan	TECHINSIGHTS	2008-32110	4/11/08	9, 16, 35, 41, 42	Pending
CMP Media LLC	China	TECHINSIGHTS	6575772	3/3/08	9	Pending
CMP Media LLC	China	TECHINSIGHTS	6575771	3/3/08	16	Pending
United Business Media LLC	USA	Matrix Prisma	77701887	3/30/09	42	Pending
United Business Media LLC	USA	ICMI Contact Center Management Conference and Expo	77701943	3/30/09	35	Pending
United Business Media LLC	USA	ICMI Contact Center Management Conference and Expo	77701921	3/30/09	41	Pending

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RECORDED: 07/21/2009

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