

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
UBM IP LUXEMBOURG SARL		10/07/2009	LIMITED LIABILITY COMPANY: LUXEMBOURG
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: 3			
Property Type	Number	Word Mark	
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		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-600-3134		
Email:	melissa.heddell@ubm.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		

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NAME OF SUBMITTER:	Melissa Heddell
Signature:	/melissaheddell/
Date:	10/08/2009
Total Attachments: 3 source=UBM IP LUX to UBM LLC TM Assignment 10.7.09#page1.tif source=UBM IP LUX to UBM LLC TM Assignment 10.7.09#page2.tif source=UBM IP LUX to UBM LLC TM Assignment 10.7.09#page3.tif	

ORIGINAL

TRADEMARK ASSIGNMENT AGREEMENT

THIS TRADEMARK ASSIGNMENT AGREEMENT (this "Assignment Agreement") is made as of the 7th day of October, 2009 by and among UBM IP Luxembourg SARL, a Luxembourg company, with businesses located at 17, Boulevard Prince Henri, L-1723 Luxembourg, ("Assignor"), and United Business Media LLC, a limited liability company, with business located at 600 Community Drive, Manhasset New York, 11030 ("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 7 day of October, 2009.

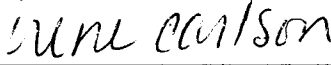
ASSIGNOR:

UBM IP LUXEMBOURG SARL

By: 
Name: Melissa Heddehl
Title: Assistant Secretary

ASSIGNEE:




UNITED BUSINESS MEDIA LLC

By: 
Name: Irene Carlson
Title: General Counsel

[- signature page to Trademark Agreement -]

Schedule A

APPLICATIONS

CURRENT LISTED OWNER	COUNTRY	MARK	APP. NO.	FILING DATE	CLASS
UBM IP Ireland	USA		77662275	2/3/09	9
UBM IP Ireland	USA		77662272	2/3/09	35
UBM IP Ireland	USA		77662271	2/3/09	41