

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
Nielsen Business Media, Inc.		03/01/2010	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Northstar Travel Group, LLC
Street Address:	100 Lighting Way
Internal Address:	2nd Floor
City:	Secaucus
State/Country:	NEW JERSEY
Postal Code:	07094
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 12

Property Type	Number	Word Mark
Registration Number:	0963654	SM
Registration Number:	1275125	SUCCESSFUL MEETINGS
Registration Number:	1860894	MEETINGS TODAY
Registration Number:	1642976	CORPORATE TRAVEL WORLD
Registration Number:	1627506	MEETING WORLD
Registration Number:	1532452	CORPORATE TRAVEL
Registration Number:	1724339	PINNACLE
Registration Number:	1737206	SUCCESSFUL MEETINGS PINNACLE AWARD
Registration Number:	1543482	MEETING NEWS
Registration Number:	1339800	BUSINESS TRAVEL NEWS
Registration Number:	1679341	BUSINESS TRAVEL NEWS
Registration Number:	2110693	INCENTIVE

CORRESPONDENCE DATA

900157859

**TRADEMARK
 REEL: 004172 FRAME: 0744**

OP \$315.00 0963654

Fax Number: (617)502-4877
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 617-248-4877
Email: hbalmat@choate.com
Correspondent Name: Heather Balmat
Address Line 1: Two International Place
Address Line 2: Choate, Hall & Stewart LLP
Address Line 4: Boston, MASSACHUSETTS 02110

ATTORNEY DOCKET NUMBER:	2003926.0002
NAME OF SUBMITTER:	Heather E. Balmat
Signature:	/Heather E. Balmat/
Date:	03/23/2010

Total Attachments: 5
source=NorthstarTMAstt#page1.tif
source=NorthstarTMAstt#page2.tif
source=NorthstarTMAstt#page3.tif
source=NorthstarTMAstt#page4.tif
source=NorthstarTMAstt#page5.tif

ASSIGNMENT OF TRADEMARKS

This TRADEMARK ASSIGNMENT (this "Assignment"), dated as of March 1, 2010 (the "Effective Date"), is between Nielsen Business Media, Inc., a Delaware corporation ("Assignor") and Northstar Travel Group, LLC, a Delaware limited liability company ("Assignee"), and is entered into in connection with that certain Asset Purchase Agreement, dated as of the date hereof, by and among Assignee, VNU International B.V., a Netherlands private limited company ("Parent"), and Assignor (the "Asset Purchase Agreement").

WITNESSETH:

WHEREAS, for good and valuable consideration and pursuant to the Asset Purchase Agreement, and upon the terms and conditions set forth below, Assignor desires to assign all of its right, title and interest in the trademarks described on Schedule A attached hereto (the "Trademarks") to Assignee and Assignee desires to accept such assignment and assume all rights and obligations of Assignor associated with the Trademarks; and

WHEREAS, Assignor filed a Certificate of Amendment to its Certificate of Incorporation, changing Assignor's name from VNU Business Media, Inc. to Nielsen Business Media, Inc., effective as of January 24, 2007.

NOW, THEREFORE, in consideration of the transactions contemplated by the Asset Purchase Agreement and this Assignment and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties hereto agree as follows:

1. Assignment. Assignor hereby assigns and transfers unto Assignee, its successors, heirs and assigns all of Assignor's right, title and interest in the Trademarks and the goodwill of the business with which the Trademarks are used, including without limitation, the right to any registrations thereof, the right to prosecute any applications therefor, the right to have any registrations issue in the name of the Assignee, the right to apply for and obtain any renewal of any registrations thereof, the right to any priorities based on the filing of the aforesaid applications, and the right to sue for past and future infringement.

2. Further Assurances. At the reasonable request of either party and without further consideration, the other party shall execute and deliver such other instruments of assignment and assumption and take such other actions as may be necessary to effect the intent of this Assignment.

3. Covenants and Representations. The covenants, agreements, representations and warranties made by Parent or Assignee, as applicable, in the Asset Purchase Agreement with respect to the Trademarks are hereby incorporated herein by this reference and shall inure to the benefit of, and be binding upon, the parties hereto, and their respective successors and permitted assigns, subject to the limitations, terms and conditions of the Asset Purchase Agreement; provided, however, that for avoidance of doubt, (a) Assignor makes no representations or warranties with respect to the Trademarks, and (b) in no event shall Assignor have any indemnification obligation under the Asset Purchase Agreement or hereunder.

4. Relationship with Asset Purchase Agreement. In the event of any conflict or other inconsistency between this Assignment and the Asset Purchase Agreement, the Asset Purchase Agreement shall govern and be binding.

5. Binding Provisions. This Assignment is binding upon, and inures to the benefit of, the parties hereto and their respective heirs, executors, legal representatives, successors, and permitted assigns.

6. Governing Law. This Assignment shall be governed by and construed in accordance with the internal laws of the State of New York, without giving effect to any choice of law provision or rule (whether of the State of New York or any other jurisdiction) that would cause the application of laws other than those of the State of New York.

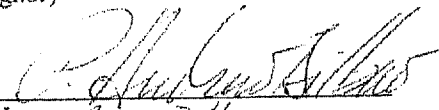
7. Counterparts and Facsimile Signature. This Assignment may be executed in multiple counterparts, each of which shall be deemed an original but all of which together shall constitute one and the same instrument. This Assignment may be executed by facsimile signature.

[next page is the signature page]

IN WITNESS WHEREOF, the parties hereto have executed and delivered this
Trademark Assignment as of the Effective Date.

NIelsen BUSINESS MEDIA, INC.
(Assignor)

NORTHSTAR TRAVEL GROUP, LLC
(Assignee)

By: 
Name: *Andy Ribbins*
Title: *Senior Vice President*

By: _____
Name:
Title:

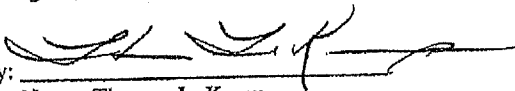
[Signature Page to Trademark Assignment]

IN WITNESS WHEREOF, the parties hereto have executed and delivered this
Trademark Assignment as of the Effective Date.

NIelsen BUSINESS MEDIA, INC.
(Assignor)

NORTHSTAR TRAVEL MEDIA, LLC
(Assignee)

By: _____
Name:
Title:

By: 
Name: Thomas L. Kemp
Title: CEO

Signature Page to Trademark Assignment

TRADEMARK
REEL: 004172 FRAME: 0749

Schedule A

Trademarks

Common Law Rights:

Any worldwide common law rights held by Seller in any of the trademarks identified on this Schedule A.

Registered Marks:

<u>Mark/Title</u>	<u>Country</u>	<u>Status</u>	<u>Issue Date</u>	<u>Reg. No.</u>	<u>Filing Date</u>	<u>Serial No.</u>	<u>Inventor/Owner</u>
SM	United States	REGISTERED	7/10/1973	963,654	3/27/1972	72/419,499	VNU BUSINESS MEDIA, INC.
SUCCESSFUL MEETINGS	United States	REGISTERED	4/24/1984	1,275,125	2/4/1983	73/412,719	VNU BUSINESS MEDIA, INC.
MEETINGS TODAY	United States	REGISTERED	11/1/1994	1,860,894	6/9/1993	74/399,912	VNU BUSINESS MEDIA, INC.
CORPORATE TRAVEL WORLD	United States	REGISTERED	4/30/1991	1,642,976	7/11/1989	73/811,914	VNU BUSINESS MEDIA, INC.
MEETING WORLD	United States	REGISTERED	12/11/1990	1,627,506	7/11/1989	73/811,915	VNU BUSINESS MEDIA, INC.
CORPORATE TRAVEL PINNACLE	United States	REGISTERED	3/28/1989	1,532,452	2/1/1988	73/708,663	VNU BUSINESS MEDIA, INC.
SUCCESSFUL MEETINGS PINNACLE AWARD	United States	REGISTERED	10/13/1992	1,724,339	7/3/1991	74/181,998	VNU BUSINESS MEDIA, INC.
MEETING NEWS	United States	REGISTERED	12/1/1992	1,737,206	11/6/1991	74/219,422	VNU BUSINESS MEDIA, INC.
BUSINESS TRAVEL NEWS	United States	REGISTERED	6/13/1989	1,543,482	2/1/1988	73/708,664	NIELSEN BUSINESS MEDIA, INC.
BUSINESS TRAVEL NEWS	United States	REGISTERED	6/4/1985	1,339,800	5/29/1984	73/482,455	VNU BUSINESS MEDIA, INC.
BUSINESS TRAVEL NEWS	United States	REGISTERED	3/17/1992	1,679,341	7/26/1990	74/082,311	VNU BUSINESS MEDIA, INC.
INCENTIVE	United States	REGISTERED	11/4/1997	2,110,693	10/28/1996	75/188,983	VNU BUSINESS MEDIA, INC.