

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

|                                   |                                     |   |                                     |
|-----------------------------------|-------------------------------------|---|-------------------------------------|
| <b>SUBMISSION TYPE:</b>           | NEW ASSIGNMENT                      |   |                                     |
| <b>NATURE OF CONVEYANCE:</b>      | CHANGE OF NAME                      |   |                                     |
| <b>CONVEYING PARTY DATA</b>       |                                     |   |                                     |
| <b>Name</b>                       | <b>Formerly</b>                     | <b>Execution Date</b>                         | <b>Entity Type</b>                  |
| BIA DP Holdings, LLC              |                                     | 11/26/2008                                    | LIMITED LIABILITY COMPANY: DELAWARE |
| <b>RECEIVING PARTY DATA</b>       |                                     |   |                                     |
| <b>Name:</b>                      | Briefings Media Group, LLC          |   |                                     |
| <b>Street Address:</b>            | 15120 Enterprise Court              |   |                                     |
| <b>Internal Address:</b>          | Suite 200                           |   |                                     |
| <b>City:</b>                      | Chantilly                           |   |                                     |
| <b>State/Country:</b>             | VIRGINIA                            |   |                                     |
| <b>Postal Code:</b>               | 20151                               |   |                                     |
| <b>Entity Type:</b>               | LIMITED LIABILITY COMPANY: DELAWARE |   |                                     |
| <b>PROPERTY NUMBERS Total: 18</b> |                                     |   |                                     |
| <b>Property Type</b>              | <b>Number</b>                       | <b>Word Mark</b>                              |                                     |
| Registration Number:              | 2837945                             | FACILITY CARE                                 |                                     |
| Registration Number:              | 2841925                             | ASSOCIATION MEETING & EVENT PLANNERS          |                                     |
| Registration Number:              | 2841926                             | MASS MERCHANDISERS & OFF-PRICE APPAREL BUYERS |                                     |
| Registration Number:              | 2841927                             | PREMIUM, INCENTIVE & TRAVEL BUYERS            |                                     |
| Registration Number:              | 2841928                             | WOMEN'S AND CHILDREN'S WEAR BUYERS            |                                     |
| Registration Number:              | 2846975                             | CORPORATE MEETING PLANNERS                    |                                     |
| Registration Number:              | 2846976                             | THE HOSPITAL PHONE BOOK                       |                                     |
| Registration Number:              | 2846977                             | THE SALESMAN'S GUIDE                          |                                     |
| Registration Number:              | 2880781                             | SG  |                                     |
| Registration Number:              | 3022285                             | GIFT, HOUSEWARES & HOME TEXTILES BUYERS       |                                     |
| Registration Number:              | 3022284                             | MEN'S & BOYS' WEAR BUYERS                     |                                     |
| Registration Number:              | 3088923                             | MEDICAL MEETING & EVENT PLANNERS              |                                     |
| Registration Number:              | 3180282                             | AMERICAN PAINTING CONTRACTOR                  |                                     |

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**TRADEMARK  
 REEL: 004198 FRAME: 0775**

|                      |         |                         |
|----------------------|---------|-------------------------|
| Registration Number: | 3210902 | OSHA TRAINING CAMP      |
| Registration Number: | 3258691 | HIRING THE BEST         |
| Registration Number: | 1822422 | COMMUNICATION BRIEFINGS |
| Registration Number: | 1993099 | AMERICAN SPEAKER        |
| Registration Number: | 2045442 | TREND LETTER            |

**CORRESPONDENCE DATA**

Fax Number: (704)353-3246  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: (704) 331-7400  
Email: mike.tobin@klgates.com  
Correspondent Name: K&L Gates, LLP (Attn: Michael A. Tobin)  
Address Line 1: 214 North Tryon Street  
Address Line 2: Hearst Tower, 47th Floor  
Address Line 4: Charlotte, NORTH CAROLINA 28202

|                         |                    |
|-------------------------|--------------------|
| ATTORNEY DOCKET NUMBER: | 2833461.00200      |
| NAME OF SUBMITTER:      | Michael A. Tobin   |
| Signature:              | /Michael A. Tobin/ |
| Date:                   | 05/04/2010         |

Total Attachments: 2  
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# 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 "BIA DP HOLDINGS, LLC", CHANGING ITS NAME FROM "BIA DP HOLDINGS, LLC" TO "BRIEFINGS MEDIA GROUP, LLC", FILED IN THIS OFFICE ON THE EIGHTEENTH DAY OF DECEMBER, A.D. 2008, AT 4:23 O'CLOCK P.M.

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You may verify this certificate online  
at [corp.delaware.gov/authver.shtml](http://corp.delaware.gov/authver.shtml)



*Harriet Smith Windsor*

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 7037701

DATE: 12-19-08

TRADEMARK

REEL: 004198 FRAME: 0777

**STATE OF DELAWARE  
CERTIFICATE OF AMENDMENT**

1. Name of the Limited Liability Company: BIA DP Holdings, LLC
2. The Certificate of Formation of the limited liability company is hereby amended as follows:

By striking out Article FIRST thereof and by substituting in lieu of said Article FIRST the following new Article:

FIRST: The name of the limited liability company is Briefings Media Group, LLC.

IN WITNESS WHEREOF, the undersigned has executed this Certificate of the 26<sup>th</sup> day of November, 2008.

BIA DP HOLDINGS, LLC

By: Charles A. Wiebe  
Charles A. Wiebe, President