

05-18-2010



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documents or the new address(es) below.

To the Director of the U. S. Patent and

**1. Name of conveying party(ies):**

Viad Corp

- Individual(s)
- General Partnership
- Corporation- State: Delaware
- Other \_\_\_\_\_
- Association
- Limited Partnership

Citizenship (see guidelines) \_\_\_\_\_

Additional names of conveying parties attached?  Yes  No

**3. Nature of conveyance /Execution Date(s) :**

Execution Date(s) December 31, 2009

- Assignment
- Security Agreement
- Other \_\_\_\_\_
- Merger
- Change of Name

**2. Name and address of receiving party(ies)**

Additional names, addresses, or citizenship attached?  Yes  No

Name: GES Exposition Services, Inc.

Internal \_\_\_\_\_

Address: \_\_\_\_\_

Street Address: 950 Grier Drive

City: Las Vegas

State: NV

Country: United States Zip: 89119

- Association
- General Partnership
- Limited Partnership
- Corporation
- Other \_\_\_\_\_

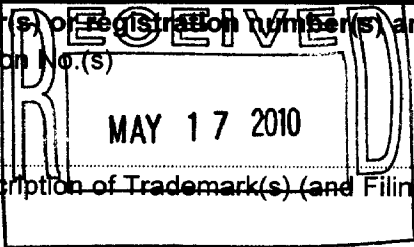
Citizenship \_\_\_\_\_  
Citizenship \_\_\_\_\_  
Citizenship \_\_\_\_\_  
Citizenship Nevada  
Citizenship \_\_\_\_\_  
If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
(Designations must be a separate document from assignment)

**4. Application number(s), registration number(s), and identification or description of the Trademark.**

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2357648 & 2383028



Additional sheet(s) attached?  Yes  No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

2357648 HANG:RZ  
2383028 DEXZ

**5. Name & address of party to whom correspondence concerning document should be mailed:**

Name: Dianne Shay

Internal Address: \_\_\_\_\_

Street Address: 1850 N. Central Avenue, Suite 800

City: Phoenix

State: AZ Zip: 85004-4545

Phone Number: (602) 207-5611

Fax Number: (602) 207-5480

Email Address: dshay@viad.com

**6. Total number of applications and registrations involved:**

2

**7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$65.00**

- Authorized to be charged to deposit account
- Enclosed

**8. Payment Information:**

05/17/2010 MJAMA1 00000041 2357648

01 FC:8521

40.00 OP

02 FC:8522

25.00 OP

Deposit Account Number \_\_\_\_\_

Authorized User Name \_\_\_\_\_

**9. Signature:**

Diana L. Watson  
Signature

May 14, 2010

Date

Diana L. Watson

Name of Person Signing

Total number of pages including cover sheet, attachments, and document:

4

TRADEMARK ASSIGNMENT  
(United States Registrations/Applications)

THIS AGREEMENT is entered into as of the date given below, effective nunc pro tunc as of December 31, 2009, by and between Viad Corp, a Delaware corporation, with offices at 1850 North Central Avenue, Suite 800, Phoenix, AZ 85004-4545 (“Assignor”), and GES Exposition Services, Inc., a Nevada corporation, with offices at 950 Grier Drive, Las Vegas, NV 89119 (“Assignee”), to confirm and memorialize in recordable form the trademark assignments made and agreed to pursuant to that certain Assignment and Assumption Agreement signed and dated by the parties hereto on December 31, 2009.

WHEREAS Assignor is the owner of the trademarks identified on Exhibit A (“TRADEMARKS”) attached hereto and incorporated herein as if set forth herein in its entirety; and

WHEREAS Assignor desires to assign to Assignee, and Assignee desires to acquire from Assignor, all right, title and interest in and to the TRADEMARKS, along with the goodwill symbolized thereby and any registrations and/or pending applications thereof;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign, transfer and set over to Assignee, its successors, and assigns, all right, title, and interest in and to the TRADEMARKS, along with the goodwill symbolized thereby throughout the United States, and any registrations and/or applications thereof, and the right to recover for damages and profits for past infringements of the TRADEMARKS.

Assignor warrants that it is the legal owner of all right, title and interest in and to the TRADEMARKS.

Assignor agrees to cooperate with Assignee and to execute and deliver all papers, instruments and assignments as may be necessary to vest all right, title and interest in and to the aforesaid TRADEMARKS, including, without limitation, recordation of the assignment in the United States Patent and Trademark Office.

Signed below by the parties hereto this 7<sup>th</sup> day of May, 2010, effective nunc pro tunc December 31, 2009.

ASSIGNOR  
VIAD CORP

ASSIGNEE  
GES EXPOSITION SERVICES, INC.

By: \_\_\_\_\_  
(signature)

By: \_\_\_\_\_  
(signature)

Scott E. Sayre  
(print name)

Scott E. Sayre  
(print name)

Title: Vice President – General  
Counsel & Secretary

Title: Secretary

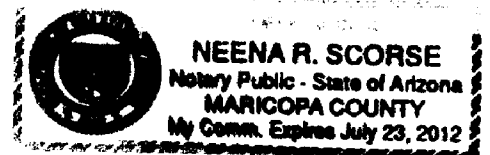
ASSIGNOR'S JURAT

STATE OF ARIZONA            )  
  ) ss.  
COUNTY OF MARICOPA    )

Subscribed and sworn to before me on this 7<sup>th</sup> day of May, 2010, by **Scott E. Sayre**, generally known to me or proved to me on the basis of satisfactory evidence to be the person(s) who appeared before me, serving as the **Vice President – General Counsel & Secretary** of Assignor and that he signed this document on behalf of Assignor.

Neena R. Scorse  
NOTARY

(seal)



ASSIGNEE'S JURAT

STATE OF ARIZONA            )  
  ) ss.  
COUNTY OF MARICOPA    )

Subscribed and sworn to before me on this 7<sup>th</sup> day of May, 2010, by **Scott E. Sayre**, generally known to me or proved to me on the basis of satisfactory evidence to be the person(s) who appeared before me, serving as the **Secretary** of Assignee and that he signed this document on behalf of Assignee.

Neena R. Scorse  
NOTARY

(seal)

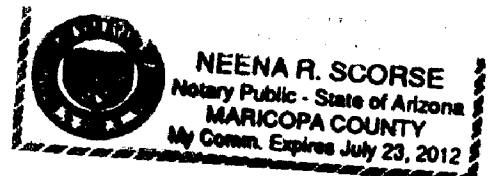


EXHIBIT "A"

Schedule of TRADEMARKS

<u>Mark</u>	<u>Reg. No.</u>	<u>Issue Date</u>
HANG:RZ	2357648	06/13/2000
DEXZ	2383028	09/05/2000