

# TRADEMARK ASSIGNMENT

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Penton Media, Inc.		10/18/2010	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Mining Media, Inc.		
Street Address:	8751 East Hamden Avenue, Suite B-1		
City:	Denver		
State/Country:	COLORADO		
Postal Code:	80231		
Entity Type:	CORPORATION: COLORADO		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	1571871	ROCK PRODUCTS	
Registration Number:	1571873	CONCRETE PRODUCTS	
Registration Number:	3385244	CEMENT AMERICAS	
CORRESPONDENCE DATA			
Fax Number:	(215)279-9394		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	215.279.9389		
Email:	linda.ladzenski@flastergreenberg.com		
Correspondent Name:	Jordan A. LaVine		
Address Line 1:	1600 JFK Boulevard, 2nd Floor		
Address Line 4:	Philadelphia, PENNSYLVANIA 19103		
ATTORNEY DOCKET NUMBER:	P0912.5003		
NAME OF SUBMITTER:	Jordan A. LaVine		
Signature:	/Jordan A. Lavine/		

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 REEL: 004304 FRAME: 0617

Date:

10/26/2010

Total Attachments: 2

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## TRADEMARK ASSIGNMENT

**WHEREAS**, Penton Media, Inc. ("Assignor") is the owner of the trademark registrations listed and described on Schedule I hereto, along with all associated goodwill (collectively, the "Marks");

**WHEREAS**, Mining Media, Inc. ("Assignee") desires to acquire Assignor's entire right, title and interest in and to the Marks; and

**WHEREAS**, Assignor and Assignee have entered into an Asset Purchase Letter Agreement dated October 8, 2010 (the "Purchase Agreement"), pursuant to which Assignor has agreed to sell and Assignee has agreed to purchase certain of the assets of Assignor, and Assignee has agreed to assume certain of the liabilities of Assignor, in each case relating to the Business (as defined in the Purchase Agreement).

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign and transfer unto Assignee, its legal successors and permitted assigns, all right, title and interest, whether statutory, registered or at common law, in and to the Marks, and any renewals or extensions thereof, and all causes of action for any and all previously occurring infringements of the rights being assigned and the right to receive and retain the proceeds relating to those infringements.


Assignor authorizes and requests the United States Patent and Trademark Office to record Assignee as owner of the Marks, including any renewals and extensions thereof, and to issue any and all trademark registrations of the United States thereon to Assignee, as owner of the entire right, title and interest in, to and under the same, for the sole use and enjoyment of Assignee, its successors and assigns or other legal representatives, all of the foregoing at the sole cost and expense of Assignee.

In the event of any conflict or inconsistency between the terms, provisions and conditions of this Trademark Assignment and the Purchase Agreement, the terms, provisions and conditions of the Purchase Agreement shall govern. This instrument shall be governed by the laws of the State of New York (without regard to the conflicts of laws principles thereof or of any other State).

Assignor agrees to execute any further agreements, instruments and other documents and to perform such other acts as may be necessary and proper to vest all right, title and interest in and to the Marks in Assignee.

**IN WITNESS WHEREOF**, Assignor has caused this Trademark Assignment to be duly executed in a manner appropriate thereto this 18<sup>th</sup> day of October, 2010.

**PENTON MEDIA, INC.**

By:   
Name: Andrew Schmolka  
Title: Senior Vice President

**Schedule I**

	<b>FILED</b>	<b>APP. NO.</b>	<b>REG. DATE</b>	<b>REG. NO.</b>	<b>CLASS(ES)</b>
<b>ROCK PRODUCTS</b>	4/20/1989	73/794,514	12/19/1989	1,571,871	16
<b>CONCRETE PRODUCTS</b>	4/20/1989	73/794,653	12/19/1989	1,571,873	16
<b>CEMENT AMERICAS</b>	8/10/2007	77/252,364	2/19/2008	3,385,244	16,41