

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
Advanstar Communications Inc.		04/21/2010	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	The Promotion Company		
Street Address:	838 N. Delaware St.		
City:	Indianapolis		
State/Country:	INDIANA		
Postal Code:	46204		
Entity Type:	CORPORATION: INDIANA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2654447	OFF ROAD EXPO	
Serial Number:	78042419	OFF ROAD EXPO	
CORRESPONDENCE DATA			
Fax Number:	(317)638-5533		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	317-638-5555		
Email:	sgz@whzlaw.com		
Correspondent Name:	S. Gregory Zubek		
Address Line 1:	151 N. Delaware St. #2000		
Address Line 4:	Indianapolis, INDIANA 46204		
NAME OF SUBMITTER:	S. Gregory Zubek		
Signature:	/S. Gregory Zubek/		
Date:	12/17/2010		
Total Attachments: 2			

OP \$65.00 2654447

900179124

TRADEMARK
REEL: 004435 FRAME: 0906

source=assignmnt promoco#page1.tif

source=assignmnt promoco#page2.tif

TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT ("Assignment") is made this 28 day of April, 2010, by ADVANSTAR COMMUNICATIONS INC., a New York corporation having a place of business at 131 West Superior Street, Duluth, MN 55802, ("Assignor"), to THE PROMOTION COMPANY, INC., an Indiana corporation having a place of business at 838 N. Delaware St., Indianapolis, IN 46204 ("Assignee").

WHEREAS, Assignor has adopted and used the trademarks identified on Exhibit A hereto in its business of marketing, selling, producing and operating the event known as *Off Road Expo* (the "Trademarks");

WHEREAS, Assignee desires to acquire all of Assignor's right, title and interest in and to the Trademarks, together with the registrations therefor and any goodwill associated with the use of and symbolized by the Trademarks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all of Assignor's right, title and interest in and to the Trademarks and the registrations therefor, together with any goodwill associated with the use of and symbolized by the Trademarks.

IN WITNESS WHEREOF, Assignor has executed this instrument.

ADVANSTAR COMMUNICATIONS INC.

By: 

Name: DAVID D. MEADOWS

Title: VICE PRESIDENT

Exhibit A

REGISTRATION NO.	REGISTRATION DATE	MARK
2654447	November 26, 2002	Off Road Expo
3034727	December 27, 2005	Off Road Impact