

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	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**

<b>Name:</b>	The Promotion Company
<b>Street Address:</b>	838 N. Delaware St.
<b>City:</b>	Indianapolis
<b>State/Country:</b>	INDIANA
<b>Postal Code:</b>	46204
<b>Entity Type:</b>	CORPORATION: INDIANA

**PROPERTY NUMBERS Total: 1**

Property Type	Number	Word Mark
Registration Number:	3034727	OFF-ROAD IMPACT

**CORRESPONDENCE DATA**

**Fax Number:** (317)638-5533  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
**Phone:** 3176385555  
**Email:** sgz@whzlaw.com  
**Correspondent Name:** S. Gregory Zubek  
**Address Line 1:** 151 N. Delaware St. #2000  
**Address Line 4:** Indianapolis, INDIANA 46204

<b>NAME OF SUBMITTER:</b>	S. Gregory Zubek
<b>Signature:</b>	/S. Gregory Zubek/
<b>Date:</b>	12/17/2010

Total Attachments: 2  
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**TRADEMARK  
 REEL: 004435 FRAME: 0934**

OP \$40.00 3034727



**TRADEMARK ASSIGNMENT**

This TRADEMARK ASSIGNMENT ("Assignment") is made this 25 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: WALTER D. REAGAN

Title: VICE PRESIDENT

Exhibit A

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