

# 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
Lebhar-Friedman, Inc.		12/13/2010	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	Penton Media, Inc.		
Street Address:	249 West 17th Street, 4th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10011		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 7			
Property Type	Number	Word Mark	
Registration Number:	2047486	EAT AWARDS	
Registration Number:	2191633	FINE DINING HALL OF FAME	
Registration Number:	2253938	FS TEC	
Registration Number:	2154907	HOT CONCEPTS!	
Registration Number:	2108336	HOT CONCEPTS! CELEBRATION	
Registration Number:	3811748	MENU TRENDS & DIRECTIONS	
Registration Number:	2503806	NATION'S RESTAURANT NEWS	
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		

OP \$190.00 2047486

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TRADEMARK  
 REEL: 004436 FRAME: 0319

ATTORNEY DOCKET NUMBER:	P0912.5006
NAME OF SUBMITTER:	Jordan A. LaVine
Signature:	/Jordan A. LaVine/
Date:	12/17/2010
Total Attachments: 3 source=20101217134758#page1.tif source=20101217134758#page2.tif source=20101217134758#page3.tif	

## TRADEMARK AND DOMAIN NAME ASSIGNMENT

**WHEREAS**, Lebhar-Friedman, Inc., a New York corporation, and Chain Store Publishing Corporation, a New York corporation dba Lebhar-Friedman Books (collectively, "Assignor"), are the owners of (i) all trade names, imprints, titles, names, images, logos, trademarks and service marks (including all registrations thereof and pending applications therefor) used in connection with the Business (as defined in the Purchase Agreement referred to below), including, but not limited to, those listed and described on Schedule I hereto), along with all associated goodwill as provided in the Purchase Agreement (all of the foregoing, collectively, the "Marks"), and (ii) all of the Domain Names (as defined in the Purchase Agreement referred to below), including, but not limited to, those listed and described on Schedule I hereto (the "Domain Names");

**WHEREAS**, Penton Media, Inc., a Delaware corporation ("Assignee"), desires to acquire Assignor's entire right, title and interest in and to the Marks and the Domain Names; and

**WHEREAS**, Assignor and Assignee have entered into an Asset Purchase Agreement of even date herewith (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 the Domain Names, together with the goodwill symbolized by them, throughout the world, 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.

In the event of any conflict or inconsistency between the terms, provisions and conditions of this Trademark and Domain Name 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 and the Domain Name in Assignee.

**IN WITNESS WHEREOF**, Assignor has caused these presents to be duly executed in a manner appropriate thereto this 13th day of December, 2010.

**LEBHAR-FRIEDMAN, INC.**

By: 

Name: Daniel J. Mills

Title: Executive Vice President and CFO

**CHAIN STORE PUBLISHING CORPORATION  
DBA LEBHAR-FRIEDMAN BOOKS**

By: 

Name: Daniel J. Mills

Title: Executive Vice President and CFO

**TRADEMARK**

**REEL: 004436 FRAME: 0321**

**Registered Trademarks**

<b>Trademark Name</b>	<b>Registration #</b>	<b>Registration Date</b>	<b>Status</b>
Eat Awards	2,047,486	March 25, 1997	Renewal due 03/25/2017
Fine Dining Hall Of Fame	2,191,633	September 22, 1998	Renewal due 09/22/2018
Food Retailing Today (Canada)	TMA609,716	May 7, 2004	Renewal due 05/07/2019
FS TEC	2,253,938	June 15, 1999	Renewal due 06/15/2019
Hot Concepts!	2,154,907	May 5, 1998	Renewal due 05/05/2018
Hot Concepts! Celebration & Design	2,108,336	October 28, 1997	Renewal due 10/28/2017
Menu Trends & Directions	3,811,748	June 29, 2010	Renewal due 06/29/2020
Nation's Restaurant News (European Union)	173872	June 2, 1998	Renewal due 01/04/2016
Nation's Restaurant News	2,503,806	November 6, 2001	Renewal due 11/06/11

**Domain Names**

See following page.

Domain Name	Registrant Name	Registrant Address	Registrant City	Registrant State	Registrant Zip	Registrant Phone	Registrant Email	Registrant Date
beefitrends.com	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				4/18/2011
beveragetrends.com	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				10/12/2013
breakfasttrends.com	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				4/18/2011
casualdiningnews.com	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				11/16/2017
culinaryrandd.com	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				3/19/2011
culinaryrandd.net	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				3/19/2011
culinaryrd.com	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				10/16/2011
culinaryr-d.com	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				3/19/2011
culinaryr-d.net	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				3/19/2011
culinaryresearchanddevelopment.com	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				3/19/2011
culinaryresearchanddevelopment.net	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				3/19/2011
culinaryrd.com	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				3/19/2011
culinaryrd.net	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				3/19/2011
desserttrends.com	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				12/21/2010
desserttrends.net	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				2/23/2011
desserttrends.org	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				2/23/2011
equipmentinsights.com	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				12/21/2010
finedininghalloffame.com	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				4/23/2011
finedininghalloffame.net	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				4/23/2011
finedininghof.com	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				4/23/2011
finedininghof.net	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				4/23/2011
foodsafetytrends.com	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				10/16/2011
foodserviceprospects.com	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				11/30/2012
fstec.com	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				2/23/2011
fstec.net	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				2/23/2011
fstec.org	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				2/23/2011
goldenchainawards.com	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				4/23/2011
goldenchainawards.net	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				4/23/2011
hotconcepts.net	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				2/23/2011
hotconcepts.org	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				2/23/2011
menumastersacademy.com	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				10/6/2011
menumastersacademy.net	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				10/6/2011
menumastersacademy.org	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				10/6/2011
menumastersinstitute.com	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				10/6/2011
menumastersinstitute.net	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				10/6/2011
menumastersinstitute.org	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				10/6/2011
menutrendsanddirections.com	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				2/11/2011
menutrendsanddirections.net	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				2/11/2011
menutrendsanddirections.org	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				2/11/2011
menutrendsanddirections.net	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				2/11/2011
mufo.com	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				9/6/2011
mufo.net	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				2/23/2011
mufo.org	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				2/23/2011
nationsrestaurantnews.com	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				1/8/2020
nationsrestaurantnews.net	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				2/22/2011
nationsrestaurantnews.org	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				2/22/2011
nationsrestaurantproducts.com	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				1/27/2011
nationsrestaurantproducts.net	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				1/27/2011
nationsrestaurantproducts.org	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				1/27/2011
nm.com	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				1/18/2020
nrnblog.com	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				8/19/2011
nrnculinaryrd.com	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				3/19/2011
nrnculinaryrd.net	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				3/19/2011
nrnfoodserviceblog.com	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				8/19/2011
nrngoldenchain.com	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				4/23/2011
nrngoldenchain.net	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				4/23/2011
nrnhotconcepts.com	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				10/16/2011
nrnjobmenu.com	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				1/11/2013
nrnjobplate.com	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				1/11/2013
nrnjobplate.net	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				1/27/2011
nrnjobplate.org	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				1/27/2011
nrnmenumasters.com	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				5/6/2011
nrnmenutrendsanddirections.com	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				2/11/2011
nrnmenutrendsanddirections.net	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				2/11/2011
nrnnet.com	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				2/16/2011
nrnonline.com	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				2/23/2011
nrnonline.net	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				2/23/2011
nrnonline.org	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				2/23/2011
nrnonsite.com	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				4/16/2011
nrnrecipeindex.com	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				7/29/2011
nrnresearch.com	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				1/11/2011
onsitefs.com	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				10/12/2011
onsiteonline.com	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				4/16/2011
pizzatrends.com	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				4/18/2011
porktrends.com	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				4/18/2011
prodealer.com	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				9/6/2017
qsmnews.net	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				2/23/2011
qsmnews.org	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				2/23/2011
restaurantnews.org	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				2/23/2011
turkeytrends.com	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				4/18/2011
underthetoke.com	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				2/22/2012
unitmanager.com	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				4/28/2011
unitmanager.net	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				4/28/2011
unitmanager.org	32501206	Domain Name	Lebhar-Friedman, Inc.	Off				4/28/2011