

**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
Nielsen Business Media, Inc.		03/11/2011	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Prometheus Global Media, LLC		
Street Address:	770 Broadway		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10003		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3858349	BILLBOARD LIVE	
CORRESPONDENCE DATA			
Fax Number:	(203)327-1096		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	203-324-6155		
Email:	ccobb@ssjr.com		
Correspondent Name:	Gene S. Winter		
Address Line 1:	986 Bedford Street		
Address Line 2:	St. Onge Steward Johnston & Reens		
Address Line 4:	Stamford, CONNECTICUT 06905		
ATTORNEY DOCKET NUMBER:	03669-T0015D		
NAME OF SUBMITTER:	Gene S. Winter		
Signature:	/Gene S. Winter/		
Date:	03/22/2011		
Total Attachments: 2 source=Assignment to Prometheus Global Media, LLC#page1.tif source=Assignment to Prometheus Global Media, LLC#page2.tif			

**OP \$40.00 3858349**

Trademark Assignment

**WHEREAS, Nielsen Business Media, Inc.**, a Delaware corporation, with an address at 770 Broadway, New York, New York 10003; (hereinafter referred to as ASSIGNOR) has adopted and owns the trademark **BILLBOARD LIVE (CI. 041)**, U.S. Registration No. 3,858,349, registered October 5, 2010;

**WHEREAS, Prometheus Global Media, LLC**, a Delaware limited liability company, with an address at 770 Broadway, New York, New York 10003; (hereinafter ASSIGNEE) is desirous of acquiring all rights, title and interest in and to said trademark as set forth hereinabove;

**NOW, THEREFORE**, for good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, ASSIGNOR does hereby assign, grant, transfer and otherwise convey to ASSIGNEE, its successors and assigns, its entire right, title and interest in and to the said the trademark **BILLBOARD LIVE (CI. 041)**, U.S. Registration No. 3,858,349, registered October 5, 2010, including but not limited to all of ASSIGNOR's common law rights and registrations pertaining thereto, as well as all of the good will of the business symbolized by said trademark, and the right to sue for past infringements thereof.

**Nielsen Business Media, Inc.**

Date: MARCH 11, 2011  
Location: SCHAUMBURG, IL

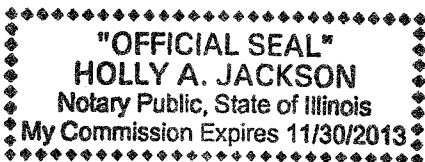
By: Mary A. Dresdow  
Name: Mary A. Dresdow  
Title: Vice President and Assistant Secretary

STATE OF  
COUNTY OF

: ss.

On March 11, 2011, before me personally came Mary A. Dresdow, to me known and known to me to be the same person described in and who executed the foregoing instrument and duly acknowledged to me that this document was executed as a free act and deed.

Holly A. Jackson  
Notary Public



**Prometheus Global Media, LLC**

Date: March 21, 2011  
Location: New York, NY

By \_\_\_\_\_  
Name: Howard Appelbaum  
Title: President of Business Development

STATE OF  
COUNTY OF

: ss.

On March 21, 2011, before me personally came Howard Appelbaum, to me known and known to me to be the same person described in and who executed the foregoing instrument and duly acknowledged to me that this document was executed as a free act and deed.

Naomi G. Mami  
Notary Public

