

**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
Red 7 Media LLC		02/18/2011	LIMITED LIABILITY COMPANY: DELAWARE

**RECEIVING PARTY DATA**

<b>Name:</b>	VSS-Red 7 Holdings LLC
<b>Street Address:</b>	10 Norden Place
<b>City:</b>	Norwalk
<b>State/Country:</b>	CONNECTICUT
<b>Postal Code:</b>	06855
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE

**PROPERTY NUMBERS Total: 8**

Property Type	Number	Word Mark
Registration Number:	2487546	CIRCULATION MANAGEMENT
Registration Number:	2569173	CM
Registration Number:	1208218	FOLIO:
Registration Number:	2827763	FOLIO: THE MAGAZINE FOR MAGAZINE MANAGEMENT
Registration Number:	1469983	THE FOLIO:SHOW
Registration Number:	3797761	BEST EVENTS EXPO
Registration Number:	3801383	BEST EVENTS EXPO
Registration Number:	3804998	BEST EVENTS NEW YORK

**CORRESPONDENCE DATA**

Fax Number: (212)969-2900  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: (212) 969-3000  
 Email: trademark@proskauer.com  
 Correspondent Name: Jenifer deWolf Paine

**900189313**

**TRADEMARK  
 REEL: 004521 FRAME: 0882**

**CH \$215.00 2487546**

Address Line 1: Proskauer Rose LLP  
Address Line 2: Eleven Times Square  
Address Line 4: New York, NEW YORK 10036-8299

ATTORNEY DOCKET NUMBER: 76127-013

NAME OF SUBMITTER: Jenifer deWolf Paine

Signature: /Jenifer deWolf Paine/

Date: 04/14/2011

Total Attachments: 3  
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ASSIGNMENT

This ASSIGNMENT is made as of the 18<sup>th</sup> day of February 2011 by and between Red 7 Media LLC, a Delaware limited liability company ("Assignor"), on the one hand, and VSS-Red 7 Holdings LLC, a Delaware limited liability company ("Assignee"), on the other hand.

WHEREAS, Assignor owns the trademarks and corresponding applications or registrations therefor (collectively the "Trademarks") listed on the attached Schedule A;

WHEREAS, Assignee is acquiring the Trademarks from Assignor;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged:

Assignor hereby transfers, conveys, and assigns to Assignee all right, title, and interest in and to the Trademarks, together with the goodwill symbolized thereby, including all rights to sue and recover for past infringement.

Assignor agrees to execute all documents and assist in all proceedings (at the sole cost and expense of the Assignee) to perfect, register, or record the rights of the Assignee to the Trademarks as Assignee may reasonably deem appropriate. If Assignor does not, within fifteen (15) days of presentment, return the requested executed documents, then Assignee is hereby granted a limited power of attorney to execute all such documents on behalf of Assignor. This power of attorney is coupled with an interest and is irrevocable.

RED 7 MEDIA LLC

VSS-RED 7 HOLDINGS LLC

By: [Signature]  
Printed name: Kerry Smith  
Title: Manager

By: \_\_\_\_\_  
Printed name: \_\_\_\_\_  
Title: \_\_\_\_\_

ASSIGNMENT

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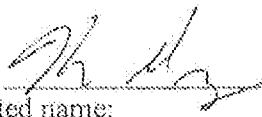
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RED 7 MEDIA LLC

VSS-RED 7 HOLDINGS LLC

By: \_\_\_\_\_  
Printed name: \_\_\_\_\_  
Title: \_\_\_\_\_

By:  \_\_\_\_\_  
Printed name: \_\_\_\_\_  
Title: \_\_\_\_\_

## TRADEMARKS

RED 7 MEDIA LLC

<u>MARK</u>	<u>REG. NO.</u>	<u>ISSUE DATE</u>	<u>DUE DATE</u>
CIRCULATION MANAGEMENT	2,487,546	09/11/2001	09/11/2011
CM	2,569,173	05/14/2002	05/14/2012
FOLIO:	1,208,218	09/14/1982	09/14/2012
FOLIO: THE MAGAZINE FOR MAGAZINE MANAGEMENT	2,827,763	03/30/2004	03/30/2014
THE FOLIO: SHOW	1,469,983	12/22/1987	12/22/2017
BEST EVENTS EXPO	3,797,761	06/01/2010	06/01/2016
BEST EVENTS EXPO	3,801,383	06/08/2010	06/08/2016
BEST EVENTS NEW YORK	3,804,998	06/15/2010	06/15/2016