

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
Nine Lives Media, Inc.		08/29/2011	CORPORATION: MASSACHUSETTS
RECEIVING PARTY DATA			
Name:	Penton Media, Inc.		
Street Address:	249 W. 17th Street		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10011		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Serial Number:	77726748	WORKSWITHU	
Serial Number:	77444492	NINE LIVES MEDIA INC.	
Serial Number:	77444479	MSPMENTOR	
Serial Number:	77444081	THE VAR GUY	
Serial Number:	85193260	TALKIN' CLOUD	
CORRESPONDENCE DATA			
Fax Number:	(215)279-9394		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Email:	jordan.lavine@flastergreenberg.com		
Correspondent Name:	Jordan A. LaVine		
Address Line 1:	1600 JFK Blvd., 2nd Floor		
Address Line 4:	Philadelphia, PENNSYLVANIA 19103		
NAME OF SUBMITTER:	Jordan A. LaVine		
Signature:	/Jordan A. LaVine/		

OP \$140.00 77726748

900200996

TRADEMARK
REEL: 004614 FRAME: 0098

Date:

08/30/2011

Total Attachments: 4

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TRADEMARK ASSIGNMENT

WHEREAS, Penton Media, Inc., a Delaware corporation ("Assignee"), and Nine Lives Media, Inc., a Massachusetts corporation ("Assignor"), have entered into an Asset Purchase Agreement dated as of August 29, 2011 (the "Effective Date");

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor irrevocably assigns, transfers and conveys unto Assignee and its successors and assigns, effective as of the Effective Date, free and clear of all liens and encumbrances, all of Assignor's right, title and interest, whether now known or hereafter created and whether statutory, registered or at common law, in perpetuity, throughout the universe, in and to all of the trademarks, service marks and trade names (along with all proprietary and other rights in any and all of such trademarks, service marks and trade names) held in the name of Assignor, owned by Assignor and/or created by, for or on behalf of Assignor, together with all goodwill symbolized by all such trademarks, service marks, and trade names and/or attendant thereto, including but not limited to those trademarks and services marks set forth on Schedule A hereto and made a part hereof, together with any and all renewals and extensions thereof (collectively, the "Trademarks"), along with, in each case, to the fullest extent permitted by law, any and all claims for past infringement, and the right to initiate suit and obtain damages and other forms of relief, both legal and equitable, arising from infringement, misappropriation or other violation of any right in or with respect to any of the Trademarks, whether prior to or subsequent to the Effective Date, and also along with, in each case, all rights of any of Assignor to administer, license and collect upon the Trademarks, and/or any undivided interest therein, throughout the universe.

Assignor authorizes and requests the United States Patent and Trademark Office to record Assignee as owner of the Trademarks, including any renewals and extensions thereof, and to issue any and all trademark registrations 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.

Assignor agrees, promptly upon the request of Assignee and/or its successors and assigns, to execute such other documents and/or instruments of assignment, transfer and conveyance as Assignee and/or its successors and assigns may reasonably request to permit Assignee or any of its successors or assigns to record the assignment covered by this Trademark Assignment or any other documents which Assignee or any of its successors or assigns may reasonably deem necessary, appropriate or desirable to evidence or effectuate the intent hereof.

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).

[Signatures on Following Page]

IN WITNESS WHEREOF, the parties hereto have caused this Trademark Assignment to be duly executed as of the Effective Date.

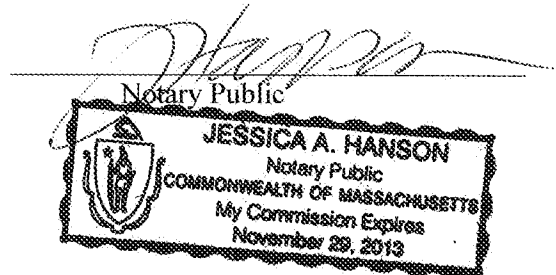
Nine Lives Media, Inc.

By: A Katz
Name: AMY KATZ
Title: CEO

ACKNOWLEDGEMENT

State of MA)
) ss:
County of ESSEX)

On the 27th day of August, in the year 2011, before me, the undersigned, personally appeared Amy Katz personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her official capacity, and that by his/her signature on the instrument, the individual, or the person upon behalf of which the individual acted, executed the instrument.



Penton Media, Inc.

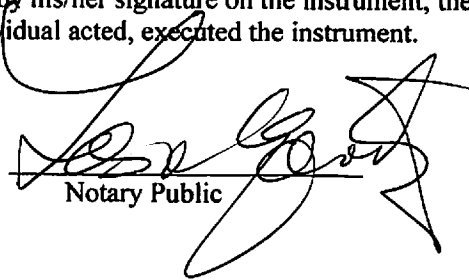
By: Andrew Schmolka
Name: Andrew Schmolka
Title: SVP

ACKNOWLEDGMENT

State of NY)
County of NY) ss:

On the 29 day of August, in the year 2011, before me, the undersigned, personally appeared Andrew Schmolka personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her official capacity, and that by his/her signature on the instrument, the individual, or the person upon behalf of which the individual acted, executed the instrument.




Notary Public