

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
American Beverage Association		09/15/2011	CORPORATION: DISTRICT OF COLUMBIA
RECEIVING PARTY DATA			
Name:	NurnbergMesse North America Inc.		
Street Address:	400 Interstate North Parkway		
Internal Address:	Suite 710		
City:	Atlanta		
State/Country:	GEORGIA		
Postal Code:	30339		
Entity Type:	CORPORATION: GEORGIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1287202	INTERBEV	
CORRESPONDENCE DATA			
Fax Number:	(404)873-8659		
Phone:	404-873-8658		
Email:	trademarks@agg.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Anuj Desai		
Address Line 1:	171 17th Street, N.W.		
Address Line 2:	Suite 2100		
Address Line 4:	Atlanta, GEORGIA 30363		
ATTORNEY DOCKET NUMBER:	23710.8		
NAME OF SUBMITTER:	Anuj Desai		

CH \$40.00 1287202

900202664

TRADEMARK
 REEL: 004630 FRAME: 0080

Signature:	/ad/
Date:	09/21/2011
Total Attachments: 4 source=American Beverage Assignment#page1.tif source=American Beverage Assignment#page2.tif source=American Beverage Assignment#page3.tif source=American Beverage Assignment#page4.tif	

Trademark Assignment

THIS TRADEMARK ASSIGNMENT (hereinafter referred to as "Assignment") is, effective as of this 15th day of September 2011, by and between American Beverage Association, a District of Columbia nonprofit corporation, whose principal address is 1101 Sixteenth Street, N.W., Washington, DC 20036 (hereinafter referred to as "ASSIGNOR"), and NürnbergMesse North America Inc., a Georgia corporation, whose principal address is 400 Interstate North Parkway, Suite 710, Atlanta, Georgia 30339 (hereinafter referred to as "ASSIGNEE").

WHEREAS, ASSIGNOR owns certain trademarks and trademark registrations in the United States and certain foreign countries in connection with the operation of the InterBev Trade Show and related good and services as set forth in Exhibit A hereto (hereinafter, the "Marks");

WHEREAS, ASSIGNOR has acquired good will associated with and symbolized by the Marks;

WHEREAS, ASSIGNEE, pursuant to the Asset Purchase Agreement, dated September __, 2011 (the "APA"), is desirous of acquiring all Assignor's rights, title, and interest in and to the Marks worldwide; and

WHEREAS, ASSIGNOR is willing to relinquish all right, title and interest that it may have in and to the Marks and to assign to ASSIGNEE all rights, title, and interest as ASSIGNOR may possess in and to the Marks worldwide.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR hereby assigns and sells to ASSIGNEE all right, title, and interest as ASSIGNOR may possess in and to the Marks together with the goodwill of the business in connection with which the Marks are used and which is symbolized by said Marks, and all registrations and applications therefor, including any renewals and extensions of the registrations that are or may be secured under law, for ASSIGNEE's own use and enjoyment, and for the use and enjoyment of ASSIGNEE's successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by ASSIGNOR if the Assignment had not been made. In addition, ASSIGNOR assigns to ASSIGNEE all claims to recover for damages and profits for past, present or future infringements or other unauthorized use of the Marks, together with the right to sue for, and to collect, such damages.

ASSIGNOR agrees to execute and deliver at the request of ASSIGNEE, all papers, instruments, and assignments, and to perform any other reasonable acts the ASSIGNEE may require in order to vest all ASSIGNOR's rights, title, and interest in and to the Marks in the ASSIGNEE and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by the ASSIGNEE, to the extent such evidence is in the possession or control of ASSIGNOR (with the any recordation fees associated with any such actions borne by the ASSIGNEE except as provided in the APA).

ASSIGNOR

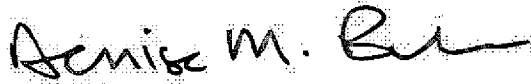
American Beverage Association

Signature:



Printed Name: Susan K. Neely
Title: President and Chief Executive Officer

SWORN TO and subscribed before me
on this 14 day of Sept 2011.



DENISE M. BURKE - Notary Public
My Commission Expires January 14, 2015
Notary Public
My Commission Expires: _____

ASSIGNEE

NürnbergMesse North America Inc.

Signature: _____

Printed Name: _____
Title: _____

SWORN TO and subscribed before me
on this _____ day of _____ 2011.

Notary Public
My Commission Expires: _____

ASSIGNOR agrees to execute and deliver at the request of ASSIGNEE, all papers, instruments, and assignments, and to perform any other reasonable acts the ASSIGNEE may require in order to vest all ASSIGNOR's rights, title, and interest in and to the Marks in the ASSIGNEE and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by the ASSIGNEE, to the extent such evidence is in the possession or control of ASSIGNOR.

ASSIGNOR

American Beverage Association

Signature: _____

Printed Name: _____

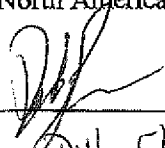
Title: _____

SWORN TO and subscribed before me
on this _____ day of _____ 2011.

Notary Public
My Commission Expires: _____

ASSIGNEE

NürnbergMesse North America Inc.

Signature:  _____

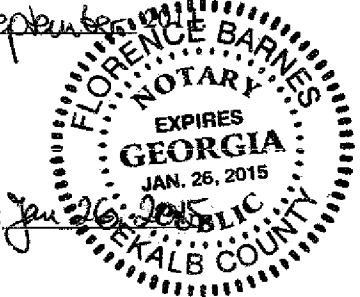
Printed Name: Dirk Eberhart

Title: CEO + Managing Director

SWORN TO and subscribed before me
on this 15th day of September, 2011



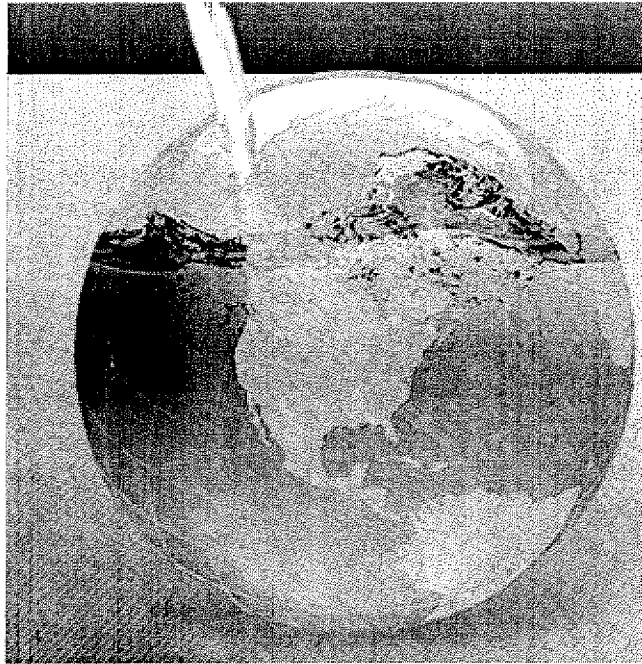
Notary Public
My Commission Expires: Jan 26, 2015



Trademark Assignment: Exhibit A

Trademarks

1. INTERBEV
2. Globe design mark (as reproduced below)
3. FILLED WITH OPPORTUNITIES
4. AMERICA'S PREMIER BEVERAGE EVENT
5. EVERYTHING BEVERAGE
6. INTERBEV LIVE!



Current Trademark Registrations

No.	MARK	COUNTRY	REGISTRATION NO.
1	INTERBEV	Australia	A406181
2	INTERBEV	Benelux	152809
3	INTERBEV	Brazil	811632814
4	INTERBEV	Canada	TMA303741
5	INTERBEV	China	224007
6	INTERBEV	Colombia	118413
7	INTERBEV	Colombia	141251
8	INTERBEV	Russia	76421
9	INTERBEV	South Korea	5437
10	INTERBEV	South Korea	114967
11	INTERBEV	Sweden	196043
12	INTERBEV	United States	1287202