

**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
Gardner Publications, Inc.		03/31/2011	CORPORATION: OHIO

**RECEIVING PARTY DATA**

<b>Name:</b>	Advantage Business Media LLC
<b>Street Address:</b>	100 Enterprise Drive
<b>City:</b>	Rockaway
<b>State/Country:</b>	NEW JERSEY
<b>Postal Code:</b>	07866
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE

**PROPERTY NUMBERS Total: 13**

Property Type	Number	Word Mark
Registration Number:	3215418	MAPYOURSHOW.COM
Registration Number:	3600451	AUTOMOTIVE DESIGN AND PRODUCTION
Registration Number:	3604559	COMPOSITES TECHNOLOGY
Registration Number:	3600450	MOLDMAKING TECHNOLOGY
Registration Number:	3767773	PLASPEC GLOBAL
Registration Number:	2613352	PRODUCTION MACHINING
Registration Number:	1878323	HIGH-PERFORMANCE COMPOSITES
Registration Number:	1816510	METALWORKING INSIDERS' REPORT
Registration Number:	1804432	PRODUCTS FINISHING
Registration Number:	1777506	METALWORKING MARKETER
Registration Number:	0848207	PLASTICS TECHNOLOGY
Registration Number:	0509924	MODERN MACHINE SHOP
Registration Number:	0343914	PRODUCTS FINISHING

**CORRESPONDENCE DATA**

**900206908**

**TRADEMARK  
 REEL: 004659 FRAME: 0207**

**CH \$340.00 3215418**

Fax Number: (212)468-4888  
Phone: 212-468-4800  
Email: bsinger@dglaw.com

*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*

Correspondent Name: Brooke Erdos Singer, Davis & Gilbert LLP  
Address Line 1: 1740 Broadway  
Address Line 4: New York, NEW YORK 10019

ATTORNEY DOCKET NUMBER:	22182-0001-000-ASSN-JH
NAME OF SUBMITTER:	Brooke Erdos Singer
Signature:	/Brooke Erdos Singer/
Date:	11/10/2011

Total Attachments: 5  
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## TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Trademark Assignment") is made, executed and delivered as of March 31, 2011 by Gardner Publications, Inc., an Ohio corporation ("Assignor"), for the benefit of Advantage Business Media, LLC, a Delaware limited liability company ("Assignee").

WHEREAS, Assignor and Assignee entered into that certain Asset Purchase Agreement dated as of the date hereof (the "Purchase Agreement"), pursuant to which Assignee has purchased all of Assignor's right, title and interest in, to and under (i) the trademarks, service marks and applications, registrations and renewals in connection therewith owned by Assignor and used or held for use primarily in the Business (as defined in the Purchase Agreement) and (ii) all foreign counterparts and extensions of such trademarks, service marks and applications, together with all goodwill associated therewith, including without limitation, the trademarks and service marks identified and set forth on Schedule A attached hereto (collectively, the "Marks").

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby irrevocably transfers and assigns to Assignee, and Assignee hereby accepts the transfer and assignment of, all of Assignor's right, title and interest in and to the Marks, together with the goodwill associated therewith or symbolized thereby, all rights to sue and recover and retain damages and costs and attorneys' fees for present and past infringement of any of the Marks, whether arising prior to or subsequent to the date of this Trademark Assignment, and any and all renewals and extensions thereof that may hereafter be secured under the laws now or hereafter in effect in the United States and any other jurisdiction, the same to be held and enjoyed by Assignee, its successors and assigns from and after the date hereof.

Assignor authorizes and requests the Commissioner of Patents and Trademarks of the United States and the equivalent office in each country in which the Marks are registered to record Assignee as the owner of the Marks and issue any and all registrations, applications and renewals to Assignee, its successors, assigns, nominees or other legal representatives.

Upon the reasonable request of Assignee, Assignor shall execute and deliver or cause to be executed and delivered such further instruments of transfer and assignment and take such further action as Assignee may reasonably request in order more effectively to transfer and assign, reduce to possession and record title to Assignee to any of the Marks.

Except to the extent that federal law preempts state law with respect to any particular matters covered hereby, this Trademark Assignment shall be governed by and construed in accordance with the laws of the State of New York, without giving effect to the principles of conflicts of laws thereof, and any dispute relating to this Trademark Assignment shall be resolved in accordance with the terms and provisions of the Purchase Agreement.

This Trademark Assignment is delivered pursuant to the Purchase Agreement, and is subject to the Purchase Agreement. In the event of any conflict between the terms of the

Purchase Agreement and the terms of this Trademark Assignment, the terms of the Purchase Agreement shall prevail.

Nothing in this Trademark Assignment, express or implied, is intended or shall be construed to confer upon or give to any individual or entity, other than Assignor and Assignee and their respective successors and assigns, any rights or remedies under or by reason of this Trademark Assignment or any term, covenant or condition hereof, and all the terms, covenants and conditions, promises and agreements contained in this Trademark Assignment shall be for the sole and exclusive benefit of, and binding upon, Assignor and Assignee and their respective successors and assigns.

This Trademark Assignment may be executed in any number of counterparts (which may be delivered by facsimile), each of which shall be deemed an original, but all of which together shall constitute one and the same instrument.

*[Signatures Follow]*

IN WITNESS WHEREOF, each of the undersigned has caused this Trademark Assignment to be duly executed on its behalf by its duly authorized officer as of the date first written above.

Gardner Publications, Inc.

By: Richard G. Klus  
Name: RICHARD G. KLUS  
Title: President

COUNTY OF

On this 31st day of March before me personally Richard G. Klus the President of Gardner Publications, Inc., 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 the free act and deed of the Assignor.

Margaret A. Mattioli  
Notary Public

MARGARET A. MATTIOLI  
12005 Hwy 106  
St. Charles, MO 63075-2013

ACCEPTED:

Advantage Business Media, LLC

By: \_\_\_\_\_  
Richard Reiff, Chief Executive Officer

IN WITNESS WHEREOF, each of the undersigned has caused this Trademark Assignment to be duly executed on its behalf by its duly authorized officer as of the date first written above.

Gardner Publications, Inc.

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

COUNTY OF \_\_\_\_\_

On this \_\_\_\_\_ before me personally \_\_\_\_\_, the \_\_\_\_\_ of Gardner Publications, Inc., 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 the free act and deed of the Assignor.

\_\_\_\_\_  
Notary Public

ACCEPTED:

Advantage Business Media, LLC

By:   
Richard Reiff, Chief Executive Officer

## SCHEDULE A

*Continuity Insights, Continuity Insights Management Conference (CIMC), Continuity Insights E-Conference (CIEC), and continuityinsights.com and the other domain names included as Transferred Assets.*

All trade names, trademarks, service marks, trade dress and logos associated with the Transferred Publications, Online Media and Event Business, except for trade names, trademarks, service marks, trade dress and logos which are not used or held for use primarily in connection with the Business.