

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	CORRECTIVE ASSIGNMENT														
<b>NATURE OF CONVEYANCE:</b>	Corrective Assignment to correct the ownership of Reg. No. 963,654 (SM, which is owned by Northstar Travel Group, LLC (Reel/Frame 4172/0744). previously recorded on Reel 004220 Frame 0623. Assignor(s) hereby confirms the "Assigns the entire interest" pertained to Northstar Travel Group, LLC.														
<b>CONVEYING PARTY DATA</b>															
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:30%;">Name</th> <th style="width:30%;">Formerly</th> <th style="width:15%;">Execution Date</th> <th style="width:25%;">Entity Type</th> </tr> </thead> <tbody> <tr> <td>Neilson Business Media, Inc.</td> <td></td> <td>03/01/2010</td> <td>CORPORATION: DELAWARE</td> </tr> </tbody> </table>		Name	Formerly	Execution Date	Entity Type	Neilson Business Media, Inc.		03/01/2010	CORPORATION: DELAWARE						
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Neilson Business Media, Inc.		03/01/2010	CORPORATION: DELAWARE												
<b>RECEIVING PARTY DATA</b>															
<table border="1" style="width:100%; border-collapse: collapse;"> <tr> <td style="width:20%;"><b>Name:</b></td> <td>Northstar Travel Group, LLC</td> </tr> <tr> <td><b>Street Address:</b></td> <td>100 Lightning Way</td> </tr> <tr> <td><b>Internal Address:</b></td> <td>2nd Floor</td> </tr> <tr> <td><b>City:</b></td> <td>Secaucus</td> </tr> <tr> <td><b>State/Country:</b></td> <td>NEW JERSEY</td> </tr> <tr> <td><b>Postal Code:</b></td> <td>07094</td> </tr> <tr> <td><b>Entity Type:</b></td> <td>LIMITED LIABILITY COMPANY: DELAWARE</td> </tr> </table>		<b>Name:</b>	Northstar Travel Group, LLC	<b>Street Address:</b>	100 Lightning Way	<b>Internal Address:</b>	2nd Floor	<b>City:</b>	Secaucus	<b>State/Country:</b>	NEW JERSEY	<b>Postal Code:</b>	07094	<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE
<b>Name:</b>	Northstar Travel Group, LLC														
<b>Street Address:</b>	100 Lightning Way														
<b>Internal Address:</b>	2nd Floor														
<b>City:</b>	Secaucus														
<b>State/Country:</b>	NEW JERSEY														
<b>Postal Code:</b>	07094														
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE														
<b>PROPERTY NUMBERS Total: 1</b>															
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:25%;">Property Type</th> <th style="width:25%;">Number</th> <th style="width:50%;">Word Mark</th> </tr> </thead> <tbody> <tr> <td>Registration Number:</td> <td>0963654</td> <td>SM</td> </tr> </tbody> </table>		Property Type	Number	Word Mark	Registration Number:	0963654	SM								
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Registration Number:	0963654	SM													
<b>CORRESPONDENCE DATA</b>															
<p>Fax Number: (612)332-9081                  Phone: 612.336.4725                  Email: dmattessich@merchantgould.com  <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i></p> <p>Correspondent Name: Danielle I. Mattessich                  Address Line 1: 80 S. 8th Street, Suite 3200                  Address Line 2: Merchant &amp; Gould, P.O. Box 2910                  Address Line 4: Minneapolis, MINNESOTA 55402</p>															
<b>ATTORNEY DOCKET NUMBER:</b>	16605.1(SM REGISTRATION)														

OP \$40.00 0963654

**900208322**

**TRADEMARK  
 REEL: 004669 FRAME: 0284**

NAME OF SUBMITTER:	Danielle I. Mattessich
Signature:	/daniellemattessich/
Date:	12/01/2011
<b>Total Attachments: 10</b> source=NielsonNorthstarAssignment#page1.tif source=NielsonNorthstarAssignment#page2.tif source=NielsonNorthstarAssignment#page3.tif source=NielsonNorthstarAssignment#page4.tif source=NielsonNorthstarAssignment#page5.tif source=Lakewood CoverSheet#page1.tif source=Lakewood CoverSheet#page2.tif source=Lakewood CoverSheet#page3.tif source=Lakewood CoverSheet#page4.tif source=Lakewood CoverSheet#page5.tif	

## ASSIGNMENT OF TRADEMARKS

This TRADEMARK ASSIGNMENT (this "Assignment"), dated as of March 1, 2010 (the "Effective Date"), is between Nielsen Business Media, Inc., a Delaware corporation ("Assignor") and Northstar Travel Group, LLC, a Delaware limited liability company ("Assignee"), and is entered into in connection with that certain Asset Purchase Agreement, dated as of the date hereof, by and among Assignee, VNU International B.V., a Netherlands private limited company ("Parent"), and Assignor (the "Asset Purchase Agreement").

### WITNESSETH:

WHEREAS, for good and valuable consideration and pursuant to the Asset Purchase Agreement, and upon the terms and conditions set forth below, Assignor desires to assign all of its right, title and interest in the trademarks described on Schedule A attached hereto (the "Trademarks") to Assignee and Assignee desires to accept such assignment and assume all rights and obligations of Assignor associated with the Trademarks; and

WHEREAS, Assignor filed a Certificate of Amendment to its Certificate of Incorporation, changing Assignor's name from VNU Business Media, Inc. to Nielsen Business Media, Inc., effective as of January 24, 2007.

NOW, THEREFORE, in consideration of the transactions contemplated by the Asset Purchase Agreement and this Assignment and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties hereto agree as follows:

1. Assignment. Assignor hereby assigns and transfers unto Assignee, its successors, heirs and assigns all of Assignor's right, title and interest in the Trademarks and the goodwill of the business with which the Trademarks are used, including without limitation, the right to any registrations thereof, the right to prosecute any applications therefor, the right to have any registrations issue in the name of the Assignee, the right to apply for and obtain any renewal of any registrations thereof, the right to any priorities based on the filing of the aforesaid applications, and the right to sue for past and future infringement.

2. Further Assurances. At the reasonable request of either party and without further consideration, the other party shall execute and deliver such other instruments of assignment and assumption and take such other actions as may be necessary to effect the intent of this Assignment.

3. Covenants and Representations. The covenants, agreements, representations and warranties made by Parent or Assignee, as applicable, in the Asset Purchase Agreement with respect to the Trademarks are hereby incorporated herein by this reference and shall inure to the benefit of, and be binding upon, the parties hereto, and their respective successors and permitted assigns, subject to the limitations, terms and conditions of the Asset Purchase Agreement; provided, however, that for avoidance of doubt, (a) Assignor makes no representations or warranties with respect to the Trademarks, and (b) in no event shall Assignor have any indemnification obligation under the Asset Purchase Agreement or hereunder.

4. Relationship with Asset Purchase Agreement. In the event of any conflict or other inconsistency between this Assignment and the Asset Purchase Agreement, the Asset Purchase Agreement shall govern and be binding.

5. Binding Provisions. This Assignment is binding upon, and inures to the benefit of, the parties hereto and their respective heirs, executors, legal representatives, successors, and permitted assigns.

6. Governing Law. This Assignment shall be governed by and construed in accordance with the internal laws of the State of New York, without giving effect to any choice of law provision or rule (whether of the State of New York or any other jurisdiction) that would cause the application of laws other than those of the State of New York.

7. Counterparts and Facsimile Signature. This Assignment may be executed in multiple counterparts, each of which shall be deemed an original but all of which together shall constitute one and the same instrument. This Assignment may be executed by facsimile signature.

*[next page is the signature page]*

IN WITNESS WHEREOF, the parties hereto have executed and delivered this  
Trademark Assignment as of the Effective Date.

NIELSEN BUSINESS MEDIA, INC.  
(Assignor)

NORTHSTAR TRAVEL MEDIA, LLC  
(Assignee)

By: \_\_\_\_\_

Name:  
Title:

By: \_\_\_\_\_

Name: Thomas L. Kemp  
Title: CEO

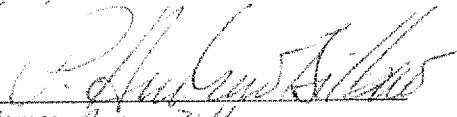
Signature Page to Trademark Assignment

TRADEMARK  
REEL: 004669 FRAME: 0288

IN WITNESS WHEREOF, the parties hereto have executed and delivered this Trademark Assignment as of the Effective Date.

NIELSEN BUSINESS MEDIA, INC.  
(Assignor)

NORTHSTAR TRAVEL GROUP, LLC  
(Assignee)

By:   
Name: *Andy Bilham*  
Title: *Senior Vice President*

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

[Signature Page to Trademark Assignment]

Schedule A

Trademarks

Common Law Rights:

Any worldwide common law rights held by Seller in any of the trademarks identified on this Schedule A.

Registered Marks:

<u>Mark/Title</u>	<u>Country</u>	<u>Status</u>	<u>Issue Date</u>	<u>Reg. No.</u>	<u>Filing Date</u>	<u>Serial No.</u>	<u>Inventor/Owner</u>
SM	United States	REGISTERED	7/10/1973	963,654	3/27/1972	72/419,499	VNU BUSINESS MEDIA, INC.
SUCCESSFUL MEETINGS	United States	REGISTERED	4/24/1984	1,275,125	2/4/1983	73/412,719	VNU BUSINESS MEDIA, INC.
MEETINGS TODAY	United States	REGISTERED	11/1/1994	1,860,894	6/9/1993	74/399,912	VNU BUSINESS MEDIA, INC.
CORPORATE TRAVEL WORLD	United States	REGISTERED	4/30/1991	1,642,976	7/11/1989	73/811,914	VNU BUSINESS MEDIA, INC.
MEETING WORLD	United States	REGISTERED	12/11/1990	1,627,506	7/11/1989	73/811,915	VNU BUSINESS MEDIA, INC.
CORPORATE TRAVEL	United States	REGISTERED	3/28/1989	1,532,452	2/1/1988	73/708,663	VNU BUSINESS MEDIA, INC.
PINNACLE	United States	REGISTERED	10/13/1992	1,724,339	7/5/1991	74/181,998	VNU BUSINESS MEDIA, INC.
SUCCESSFUL MEETINGS PINNACLE AWARD	United States	REGISTERED	12/1/1992	1,737,206	11/6/1991	74/219,422	VNU BUSINESS MEDIA, INC.
MEETING NEWS	United States	REGISTERED	6/13/1989	1,543,482	2/1/1988	73/708,664	NIELSEN BUSINESS MEDIA, INC.
BUSINESS TRAVEL NEWS	United States	REGISTERED	6/4/1985	1,339,800	5/29/1984	73/482,455	VNU BUSINESS MEDIA, INC.
BUSINESS TRAVEL NEWS	United States	REGISTERED	3/17/1992	1,679,341	7/26/1990	74/082,311	VNU BUSINESS MEDIA, INC.
INCENTIVE	United States	REGISTERED	11/4/1997	2,110,693	10/28/1996	75/188,983	VNU BUSINESS MEDIA, INC.

TRADEMARK

REEL: 004669 FRAME: 0290

TO: DANIELLE I. MATTESSICH COMPANY: P.O. BOX 2910

**UNITED STATES PATENT AND TRADEMARK OFFICE**UNDER SECRETARY OF COMMERCE FOR INTELLECTUAL PROPERTY AND  
DIRECTOR OF THE UNITED STATES PATENT AND TRADEMARK OFFICE

\*900164058A\*

JUNE 08, 2010

PTAS

DANIELLE I. MATTESSICH  
P.O. BOX 2910  
MERCHANT & GOULD P.C.  
MINNEAPOLIS, MN 55402-0910UNITED STATES PATENT AND TRADEMARK OFFICE  
NOTICE OF RECORDATION OF ASSIGNMENT DOCUMENTTHE ENCLOSED DOCUMENT HAS BEEN RECORDED BY THE ASSIGNMENT DIVISION OF  
THE U.S. PATENT AND TRADEMARK OFFICE. A COMPLETE MICROFILM COPY IS  
AVAILABLE AT THE ASSIGNMENT SEARCH ROOM ON THE REEL AND FRAME NUMBER  
REFERENCED BELOW.PLEASE REVIEW ALL INFORMATION CONTAINED ON THIS NOTICE. THE  
INFORMATION CONTAINED ON THIS RECORDATION NOTICE REFLECTS THE DATA  
PRESENT IN THE PATENT AND TRADEMARK ASSIGNMENT SYSTEM. IF YOU SHOULD  
FIND ANY ERRORS OR HAVE QUESTIONS CONCERNING THIS NOTICE, YOU MAY  
CONTACT THE EMPLOYEE WHOSE NAME APPEARS ON THIS NOTICE AT 571-272-3350.  
PLEASE SEND REQUEST FOR CORRECTION TO: U.S. PATENT AND TRADEMARK OFFICE,  
MAIL STOP: ASSIGNMENT SERVICES BRANCH, P.O. BOX 1450, ALEXANDRIA, VA 22313.

RECORDATION DATE: 06/08/2010

REEL/FRAME: 004220/0623  
NUMBER OF PAGES: 5BRIEF: ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL  
DOCKET NUMBER: 16605.0002US01

## ASSIGNOR:

NEILSON BUSINESS MEDIA, INC.

DOC DATE: 05/14/2010  
CITIZENSHIP: DELAWARE  
ENTITY: CORPORATION

## ASSIGNEE:

LAKEWOOD MEDIA GROUP, LLC  
27020 NOBLE ROAD  
SHOREWOOD, MINNESOTA 55331CITIZENSHIP: MINNESOTA  
ENTITY: LIMITED LIABILITY COMPANYAPPLICATION NUMBER: 73809868  
REGISTRATION NUMBER: 1600765FILING DATE: 06/29/1989  
ISSUE DATE: 06/12/1990

MARK: TRAINING

DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM



TO:DANIELLE I. MATTESSICH COMPANY:P.O. BOX 2910

004220/0623 PAGE 2

APPLICATION NUMBER: 72419499 FILING DATE: 03/27/1972  
REGISTRATION NUMBER: 963654 ISSUE DATE: 07/10/1973

MARK: SM  
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 73623811 FILING DATE: 10/03/1986  
REGISTRATION NUMBER: 1458285 ISSUE DATE: 09/22/1987

MARK: SALES AND MARKETING MANAGEMENT  
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 75080042 FILING DATE: 03/28/1996  
REGISTRATION NUMBER: 2066761 ISSUE DATE: 06/03/1997

MARK: SALES & MARKETING MANAGEMENT  
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 74522928 FILING DATE: 05/02/1994  
REGISTRATION NUMBER: 1921265 ISSUE DATE: 09/19/1995

MARK: PRESENTATIONS  
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 73701956 FILING DATE: 12/21/1987  
REGISTRATION NUMBER: 1507093 ISSUE DATE: 10/04/1988

MARK: TRAINING DIRECTORS' FORUM  
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

KIMBERLY WHITE, EXAMINER  
ASSIGNMENT SERVICES BRANCH  
PUBLIC RECORDS DIVISION

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

**06/08/2010  
 900164058**

<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
Neilson Business Media, Inc.		05/14/2010	CORPORATION: DELAWARE

**RECEIVING PARTY DATA**

<b>Name:</b>	Lakewood Media Group, LLC
<b>Street Address:</b>	27020 Noble Road
<b>City:</b>	Shorewood
<b>State/Country:</b>	MINNESOTA
<b>Postal Code:</b>	55331
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: MINNESOTA

**PROPERTY NUMBERS Total: 6**

Property Type	Number	Word Mark
Registration Number:	1600765	TRAINING
Registration Number:	0963654	SM
Registration Number:	1458285	SALES AND MARKETING MANAGEMENT
Registration Number:	2068761	SALES & MARKETING MANAGEMENT
Registration Number:	1921265	PRESENTATIONS
Registration Number:	1507093	TRAINING DIRECTORS' FORUM

**CORRESPONDENCE DATA**

Fax Number: (612)332-9081  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

Phone: 612-332-5300  
 Email: nmurphy@merchantgould.com  
 Correspondent Name: Danielle I. Mattessich  
 Address Line 1: P.O. Box 2910  
 Address Line 2: Merchant & Gould P.C.  
 Address Line 4: Minneapolis, MINNESOTA 55402-0910

OP \$165.00 1600765

TO: DANIELLE I. MATTESSICH COMPANY: P.O. BOX 2910

ATTORNEY DOCKET NUMBER:	16605.0002US01
NAME OF SUBMITTER:	Danielle I. Mattessich
Signature:	/daniellemattessich/
Date:	06/08/2010
<b>Total Attachments: 3</b> source=Signed Assignment#page1.tif source=Signed Assignment#page2.tif source=Signed Assignment#page3.tif	