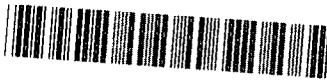


11/22/2011



11-22-11

103636733

1

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies):

ethnoMetrics, Inc.

- Individual(s)
- General Partnership
- Corporation- State: Delaware
- Other \_\_\_\_\_
- Association
- Limited Partnership

Citizenship (see guidelines) \_\_\_\_\_

Additional names of conveying parties attached?  Yes  No

3. Nature of conveyance /Execution Date(s) :

Execution Date(s) December 31, 2009

- Assignment
- Security Agreement
- Other \_\_\_\_\_
- Merger
- Change of Name

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached?  Yes  No

Name: GES Exposition Services, Inc.

Internal

Address: \_\_\_\_\_

Street Address: 950 Grier Drive

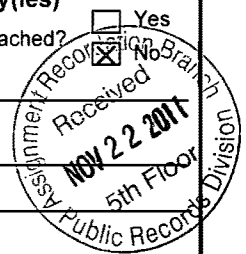
City: Las Vegas

State: NV

Country: United States Zip: 89119

- Association
- General Partnership
- Limited Partnership
- Corporation
- Other \_\_\_\_\_

Citizenship \_\_\_\_\_  
If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
(Designations must be a separate document from assignment)



4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

3,042,301

Additional sheet(s) attached?  Yes  No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

3,042,301 ETHNOMETRICS

5. Name & address of party to whom correspondence concerning document should be mailed:

Name: Dianne Shay

Internal Address: \_\_\_\_\_

Street Address: 1850 N. Central Avenue, Suite 1900

City: Phoenix

State: AZ Zip: 85004-4565

Phone Number: 602 207-5611

Fax Number: 602 207-5480

Email Address: dshay@viad.com

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 40.00

- Authorized to be charged to deposit account
- Enclosed

8. Payment Information:

Deposit Account Number 11/22/2011 TLEE11 00000023 3042301

Authorized User Name \_\_\_\_\_ 40.00 DP

9. Signature:

*Tina D. Wilcox*  
Signature

November 17, 2011

Date

Tina D. Wilcox

Name of Person Signing

Total number of pages including cover sheet, attachments, and document:

4

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to: Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

TRADEMARK ASSIGNMENT  
(United States Registrations/Applications)

THIS AGREEMENT is entered into as of the date given below, effective nunc pro tunc as of December 31, 2009, by and between ethnoMetrics, Inc., a Delaware corporation, with offices at 1850 N. Central Avenue, Suite 800, Phoenix, AZ 85004-4545. ("Assignor"), and GES Exposition Services, Inc., a Nevada corporation, with offices at 950 Grier Drive, Las Vegas, NV 89119 ("Assignee"), to confirm and memorialize in recordable form the trademark assignments made and agreed to pursuant to that certain Assignment and Assumption Agreement signed and dated by the parties hereto on December 31, 2009.

WHEREAS Assignor is the owner of the trademarks identified on Exhibit A ("TRADEMARKS") attached hereto and incorporated herein as if set forth herein in its entirety; and

WHEREAS Assignor desires to assign to Assignee, and Assignee desires to acquire from Assignor, all right, title and interest in and to the TRADEMARKS, along with the goodwill symbolized thereby and any registrations and/or pending applications thereof;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign, transfer and set over to Assignee, its successors, and assigns, all right, title, and interest in and to the TRADEMARKS, along with the goodwill symbolized thereby throughout the United States, and any registrations and/or applications thereof, and the right to recover for damages and profits for past infringements of the TRADEMARKS.

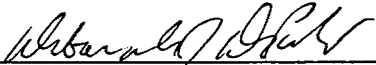
ASSIGNOR warrants that it is the legal owner of all right, title and interest in and to the TRADEMARKS.

Assignor agrees to cooperate with the Assignee and to execute and deliver all papers, instruments and assignments as may be necessary to vest all right, title and interest in and to the aforesaid TRADEMARKS, including, without limitation, recordation of the assignment in the United States Patent and Trademark Office.

Signed below by the parties hereto this 16th day of November, 2011, effective nunc pro tunc December 31, 2009.

ASSIGNOR

ethnoMetrics, Inc.


By:   
(signature)

Deborah J. DePaoli  
(print name)

Title: General Counsel & Secretary

ASSIGNEE

GES EXPOSITION SERVICES, INC.

By:   
(signature)

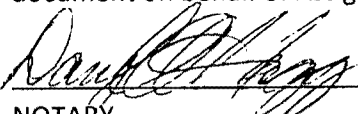
Deborah J. DePaoli  
(print name)

Title: General Counsel & Secretary

ASSIGNOR'S JURAT

STATE OF ARIZONA     )  
                                  )ss.  
COUNTY OF MARICOPA )

Subscribed and sworn to before me on this 16<sup>th</sup> day of November, 2011, by **Deborah J. DePaoli**, generally known to me or proved to me on the basis of satisfactory evidence to be the person(s) who appeared before me, serving as the **General Counsel & Secretary** of Assignor and that she signed this document on behalf of Assignor.

  
NOTARY

ASSIGNEE'S JURAT

STATE OF ARIZONA     )  
                                  )ss.  
COUNTY OF MARICOPA )

Subscribed and sworn to before me on this 16<sup>th</sup> day of November, 2011, by **Deborah J. DePaoli**, generally known to me or proved to me on the basis of satisfactory evidence to be the person(s) who appeared before me, serving as the **General Counsel & Secretary** of Assignee and that she signed the document on behalf of Assignee.

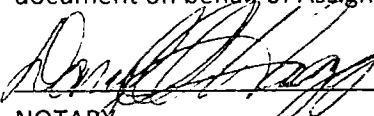
  
NOTARY

EXHIBIT "A"

Schedule of TRADEMARKS

<u>Mark</u>	<u>Reg. No.</u>	<u>Issue Date</u>
ETHNOMETRICS	3042301	January 10, 2006