

## TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
United Business Media LLC		07/15/2011	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	UBM LLC		
Street Address:	600 Community Drive, 4th Floor		
City:	Manhasset		
State/Country:	NEW YORK		
Postal Code:	11030		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3041734	HDI	
Registration Number:	3041735	HDI	
CORRESPONDENCE DATA			
Fax Number:	(212)768-6800		
Phone:	(212)768-5367		
Email:	trademarks@snrdenton.com,ian.farias@snrdenton.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:	Monica B. Richman		
Address Line 1:	P.O. Box #061080		
Address Line 4:	Chicago, ILLINOIS 60606-1080		
ATTORNEY DOCKET NUMBER:	20001431-0762		
NAME OF SUBMITTER:	Monica B. Richman		
Signature:	/monica b. richman/		

OP \$65.00 3041734

Date:

01/05/2012

Total Attachments: 2

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# Delaware

PAGE 1

*The First State*

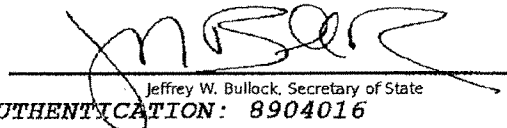
I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "UNITED BUSINESS MEDIA LLC", CHANGING ITS NAME FROM "UNITED BUSINESS MEDIA LLC" TO "UBM LLC", FILED IN THIS OFFICE ON THE FIFTEENTH DAY OF JULY, A.D. 2011, AT 9:48 O'CLOCK A.M.

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You may verify this certificate online  
at [corp.delaware.gov/authver.shtml](http://corp.delaware.gov/authver.shtml)



  
Jeffrey W. Bullock, Secretary of State  
AUTHENTICATION: 8904016

DATE: 07-15-11

TRADEMARK  
REEL: 004692 FRAME: 0929

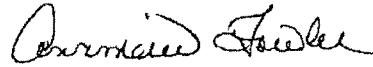
Certificate of Amendment to the Certificate of Formation  
of  
UNITED BUSINESS MEDIA LLC

It is hereby certified that:

1. The name of the limited liability company (hereinafter called the limited liability company) is United Business Media LLC.
2. The certificate of formation of the limited liability company is hereby amended by striking out Article First thereof and by substituting in lieu of said Article First the following new Article:  
  
"First the name of the Company is UBM LLC."
3. The effective date of the amendment herein certified shall be July 15, 2011.

Executed on July 15<sup>th</sup> 2011.

By:



Name: Annmarie Fowler

Title: Manager