

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Institute for International Research, Inc.		11/22/2010	CORPORATION: NEW YORK

RECEIVING PARTY DATA

Name:	Informa IP GmbH
Street Address:	Gubelstrasse 11
City:	6300, Zug
State/Country:	SWITZERLAND
Entity Type:	Company: SWITZERLAND

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	2138195	INSTITUTE FOR INTERNATIONAL RESEARCH IIR

CORRESPONDENCE DATA

Fax Number: (312)827-8185
 Phone: 312-781-6013
 Email: chicago.trademarks@klgates.com, kate.starshak@klgates.com
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Correspondent Name: Kathryn Starshak c/o K&L Gates LLP
 Address Line 1: P.O. Box 1135
 Address Line 4: Chicago, ILLINOIS 60690-1135

ATTORNEY DOCKET NUMBER:	3722828.1
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DOMESTIC REPRESENTATIVE

Name:
 Address Line 1:
 Address Line 2:

CH \$40.00 2138195

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Kathryn Starshak

Signature:

/kathryn starshak/

Date:

01/30/2012

Total Attachments: 2

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TRADE MARK/S

THIS CONFIRMATION OF TRANSFER is made this 22nd day of November 2010

BETWEEN

Institute for International Research, Inc. (Number 13-3179256), a corporation organised and existing under the laws of New York, United States of America of, 708 Third Avenue, New York, New York 10017 United States of America ("the Assignor")

AND

Informa IP GmbH (Number CH-170.4.009.009-2), a company organised and existing under the laws of Switzerland, of Gubelstrasse 11, 6300, Zug, Switzerland ("the Assignee" which expression shall include its successors and assigns)

AND

Informa IP LLC (Number 4701159), a company organised and existing under the laws of Delaware, the United States of America, of 3rd Floor, Sultan Business Centre, P.O. Box 21743, Dubai, UAE ("Dubai Co" which expression shall include its successors and assigns)

RECITALS

- (A) The Assignor is the current listed registered proprietor of the trade mark (the "Trade Mark") the subject of the registrations (the "Registration") details of which are set out in the Schedule hereto and form part of this Confirmation of Transfer; and
- (B) By way of various agreements between the Assignor, Dubai Co and the Assignee, all rights, title, interest and property in the Trade Mark and Registration, together with ancillary rights relating thereto, including but not limited to Registered title have been transferred to the Assignee, as of **31st July 2009**. The Assignor wishes to confirm that assignment and to assign any of the same which may not previously have been assigned upon the following terms.

OPERATIVE PROVISIONS:

1. The Assignor hereby confirms that, by way of various agreements between the Assignor, Dubai Co and the Assignee, all rights, title, interest and property in the Trade Mark and Registration have been transferred to the Assignee, as of **31st July 2009** for valuable consideration paid to the Assignor, the receipt and sufficiency of which is hereby acknowledged, free from all licenses charges and other encumbrances, with full title guarantee. For avoidance of doubt the transfer includes all common law rights connected with the Trade Mark and any copyright rights which may subsist in the Trade Mark and all rights, privileges and advantages appertaining thereto, together with the right to recover and to bring proceedings to recover damages and/or to obtain other remedies in respect of infringement of the Registration and/or any rights in or relating to the Trade Mark whether committed before or after the date of the Assignment, to the intent that the Trade Mark and Registration shall be in the name of and shall vest in the Assignee together with the goodwill of The Assignor in the goods, services and business connected with the Trade Mark TO HOLD the same unto the Assignee absolutely. In so far as the same may not have already been assigned to the Assignee, then the Assignor does hereby assign any and all of that which has not been assigned.

2. At the request and cost of the Assignee, the Assignor will execute and sign all such applications and documents and do all such acts and things as may be reasonably required by the Assignee to enable the Assignee or its nominee to: (a) enjoy the full and exclusive benefit of the Trade Mark and Registration and of the property rights hereby assigned, (b) fully and effectively vest the same in the Assignee, (c) formally register the Assignee's title in the same at the relevant Patent Office.
3. The Assignor hereby covenants and undertakes that the Assignor has not done or omitted to do and will not do or omit to do any act, matter or thing whereby the Trade Mark and Registration may be invalidated.
4. This Confirmation of Transfer shall be binding upon and inure to the benefit of the parties hereto, their respective successors and assigns as well as any subsidiary companies of the parties hereto.
5. The parties will co-operate and consult with one another in good faith, if necessary in the future to carry out the intent of the Agreement.
6. This Deed shall be governed by and construed in accordance with the laws of England and Wales and the parties for this purpose hereby submit to the exclusive jurisdiction of the Courts of England & Wales.

IN WITNESS whereof the parties have executed this document on the date first above written.

THE SCHEDULE

<u>COUNTRY</u>	<u>TRADE MARK</u>	<u>NUMBER</u>	<u>CLASSES</u>
United States of America	INSTITUTE FOR INTERNATIONAL IIR RESEARCH & Device	2138195	41

SIGNED AND DELIVERED)
 by the said **Institute for International Research Inc.**) (Signatory).....
 in the presence of:) (Witness).....

We, **Informa IP GmbH**)
 hereby acknowledges assignment) (Signatory).....
 of the Trade Mark and Registration)
 in the presence of:) (Witness).....

and by the said **Informa IP LLC**)
 in the presence of:) (Signatory).....
) (Witness).....