

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	CHANGE OF NAME		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
United Business Media LLC		07/15/2011	LIMITED LIABILITY COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	UBM LLC		
<b>Street Address:</b>	600 Community Drive, 4th Floor		
<b>City:</b>	Manhasset		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	11030		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	3086892	ADVANCED TRADING	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)768-6800		
<b>Phone:</b>	(212)768-5367		
<b>Email:</b>	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>			
<b>Correspondent Name:</b>	Monica B. Richman, SNR Denton US LLP		
<b>Address Line 1:</b>	P.O. Box #061080		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60606-1080		
<b>ATTORNEY DOCKET NUMBER:</b>	20001431-0011		
<b>NAME OF SUBMITTER:</b>	Monica B. Richman		
<b>Signature:</b>	/monica b. richman/		

OP \$40.00 3086892

Date:

03/14/2012

Total Attachments: 2

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# Delaware

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*The First State*

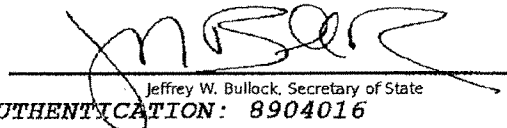
I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "UNITED BUSINESS MEDIA LLC", CHANGING ITS NAME FROM "UNITED BUSINESS MEDIA LLC" TO "UBM LLC", FILED IN THIS OFFICE ON THE FIFTEENTH DAY OF JULY, 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: 004736 FRAME: 0700

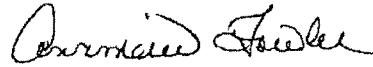
Certificate of Amendment to the Certificate of Formation  
of  
UNITED BUSINESS MEDIA LLC

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