

## TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Yankee Group Research, Inc.		02/01/2012	CORPORATION: 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:	3822747	4G WORLD	
Registration Number:	3836491	MOBILE INTERNET WORLD	
CORRESPONDENCE DATA			
Fax Number:	2127686800		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	(212)768-5367		
Email:	trademarks@snrdenton.com,ian.farias@snrdenton.com		
Correspondent Name:	Monica B. Richman		
Address Line 1:	P.O. Box #061080		
Address Line 4:	Chicago, ILLINOIS 60606-1080		
ATTORNEY DOCKET NUMBER:	20001431-2171		
NAME OF SUBMITTER:	Monica B. Richman		
Signature:	/monica b. richman/		

OP \$65.00 3822747

Date:

05/08/2012

**Total Attachments: 4**

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## TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT, made this February 1, 2012, from Yankee Group Research, Inc., a Delaware corporation (the "Seller"), to UBM LLC, a Delaware limited liability company (the "Buyer").

The Seller has used and is using the trademarks identified on Schedule A and is the owner of the trademark application and registration identified on Schedule A, including the goodwill of the business connected with the use of, and symbolized by, said marks and desires to assign the same to the Buyer.

In consideration of the payment of the purchase price set forth in that certain Asset Purchase Agreement dated as of February 1, 2012 by and between the Buyer and the Seller, and other good and valuable consideration, the receipt of which is hereby acknowledged, the Seller hereby assigns (a) the entire right, title and interest worldwide in and to the trademark application, trademark registration and unregistered trademarks listed on Schedule A and the trademarks which are the subjects thereof, including the goodwill of the business connected with the use of, and symbolized by, said marks, and (b) all rights in and to any and all causes of action heretofore or hereafter accrued or accruing with respect to the trademarks.

The Seller further agrees, for itself, its successors and assigns, to execute such further documents and to perform such further lawful acts as may reasonably be requested by the Buyer to effectuate this assignment.

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IN WITNESSES WHEREOF, the parties have executed this Trademark Assignment as of the date first written above.

**THE SELLER:**

YANKEE GROUP RESEARCH, INC.

By: 

Name: Terry Waters

Title: President and Chief Executive Officer

**THE BUYER:**

UBM LLC

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

Name:

Title:

[Trademark Assignment]

**TRADEMARK**  
**REEL: 004775 FRAME: 0108**

IN WITNESSES WHEREOF, the parties have executed this Trademark Assignment as of the date first written above.

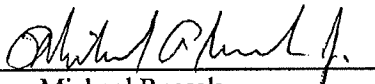
**THE SELLER:**

YANKEE GROUP RESEARCH, INC.

By: \_\_\_\_\_  
Name: Terry Waters  
Title: President and Chief Executive Officer

**THE BUYER:**

UBM LLC

By:   
Name: Michael Russak  
Title: Vice President

[Trademark Assignment]

**SCHEDULE A**

**Trademark Applications and Registrations and Unregistered Marks**

**APPLICATIONS/REGISTRATIONS**

<b>SERVICE MARKS</b>	<b>COUNTRY</b>	<b>SERIAL NO.</b>	<b>REG. NO.</b>	<b>FILING DATE</b>	<b>REG. DATE</b>
4G WORLD	U.S.A.	77-665,860	3,822,747	2/8/2009	7/20/2010
MOBILE INTERNET WORLD	U.S.A.	77-395,570	3,836,491	2/13/2008	8/24/2010

**UNREGISTERED MARKS**

4GWORLD.COM Website owned by the Seller