TR 103644491 To the Director of the U. S. Patent and Tradem.		•	
To the Director of the U. S. Patent and Tradem. 1. Name of conveying party(les): TSEA- TRANC 5HBW EXH 18 TWG ASSN. Individual(s)	Form PTO-1594 (Rev. 03-11) OMB Collection 0651-0027 (exp. 03/31/2012) RECOR	is Patent and Trademag	KOMI E HE AP
1. Name of conveying party(les): TSCA TRACE 5HBL EXHIBITER ASSIN- Individual(s)	To the Director of the U. S. Patent and Tradem	USO The new address(es) be	(B), (
Additional names, addresses, or critizenship attached? No Name: EACA — EXHIBITOR AFFO, NFED Internal Contractive Assart. Individual(s) Association Individual(s) Congression States: Contractive Assart. Contractive Assart. Address: Country Other Citizenship (see guildelines) Country: U.S. A. Zip: 9.70 i City: Country: U.S. A. Zip: 9.70 i City: Country: U.S. A. Zip: 9.70 i Country: U.S. A. Zip: 9.70 i City: Country: U.S. A. Zip: 9.70 i Country: U.S. A. Z	1 Name of conveying party(les):	1 2. Name and address of receiving party(les)	•
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Assignment Merger Security Agreement Change of Name Security Agreement Change of Name If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No (Designation 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) Change of Name Trademark Registration No.(s) Change of Name Change of	Execution Date(s) APRIL 3 2012		
Security Agreement	Assignment Merger	,	
Other			
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) SER ATTACHED 18 2490 Additional sheet(s) attached? Yes No. C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown): SER ATTACHED 5. Name & address of party to whom correspondence concerning document should be mailed: Name: EACA Internal Address: 7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 90.00 City: Street Address: City: Phone Number: State: Zip: 97701 Phone Number: EACA Phone Number: EACA Street Address: JM WURM CACA-COM Authorized to be charged to deposit account Enclosed 8. Payment Information: Deposit Aggregation Numbers 18 18 20 20 20 20 20 20 20 20 20 20 20 20 20		representative designation is attached: Yes 1	Vo.
A. Trademark Application No.(s) B. Trademark Registration No.(s) SUR ATTACHED Additional sheet(s) attached? Yes \ No C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown): SUR ATTACHED 5. Name & address of party to whom correspondence concerning document should be mailed: Name: Internal Address: 7. Total number of applications and registrations Involved: 3 Total number of applications and registrations Involved: 5. Total number of applications and registrations Involved: 7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 90.00 Street Address: Above 9770 Authorized to be charged to deposit account Enclosed 8. Payment Information: Deposit Account Number: Fax Number: Fax Number: Fax Number: Fax Number: Supplied: Supplied: Supplied: Supplied: Authorized: Deposit Account Number: Supplied: Authorized: Supplied: Authorized: Supplied: Authorized: Supplied: Suppli			ient)
Additional sheet(s) attached? Yes No C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown): SEE ATTACHED		B. Trademark Registration No.(s) 210902	0
5. Name & address of party to whom correspondence concerning document should be mailed: Name: EACA Internal Address: 2214 NW 51 57 BMO, OL Street Address: ABOVE 97701 Street Address: 25 27 201 Phone Number: 54 -317 8768 Fax Number: 54 -317 8768 Email Address: JM WURM C CACA COM Authorized Uses Name 9. Signature: Date Date		Additional sheet(s) attached? 🔀 Yes 🔲	No
registrations involved: 3	•	Date if Application or Registration Number is unknown	:
Internal Address: Z214 NW 51 51 BWO OL Street Address: ABOX 97701 Phone Number: Email Address: Deposit Account: Number 1970 1 Email Address: JM WURM & EACA - COM Signature: Plane Authorized to be charged to deposit account Enclosed 8. Payment Information: Deposit Account: Number 1970 1 Authorized To be charged to deposit account Enclosed 8. Payment Information: Deposit Account: Number 1970 1 Authorized Uses Name 40.00 10.00	concerning document should be mailed:		
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	9. Signature: (WWWS / W		

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. Sox 1450, Alexandria, VA 22313-1450

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To the Director of the U. S. Patent and Trademark Office: Please	se record the attached documents or the new address(es) below. 5th
1. Name of conveying party(ies):	2. Name and address of receiving party(ies)
TSEA-	Additional names, addresses, or citizenship attached?
TRACE SHOW EXHIBITORY ASSN.	Name: EACA - EXHIBITOR APPOINTED Internal CONTRACTOR ASSN.
☐ Individual(s) Association	
General Partnership Limited Partnership	Street Address: 2214 NW 544 ST.
Corporation- State:	City: SENO
Other	State: OR
Citizenship (see guidelines)	State: <i>OR</i> Country: <i>U.S. A.</i> Zip: <i>97701</i>
Additional names of conveying parties attached? Yes X No	Association Citizenship
3. Nature of conveyance)/Execution Date(s) :	General Partnership Citizenship
Execution Date(s) APRIL 3, 2012	Limited Partnership Citizenship
	Corporation Citizenship
Security Agreement Change of Name	Other Citizenship If assignee is not domiciled in the United States, a domestic
	representative designation is attached: Yes No
Other	(Designations must be a separate document from assignment)
4. Application number(s) or registration number(s) and A. Trademark Application No.(s)	R Trademark Registration No.(s) 2107000
	SER ATTACHED 1182490
·	Additional sheet(s) attached? 📈 Yes 🗌 No
C. Identification or Description of Trademark(s) (and Filing	Date if Application or Registration Number is unknown):
SEE ATTACHRO	
5. Name & address of party to whom correspondence concerning document should be mailed: Name: EACA-	6. Total number of applications and registrations involved:
Internal Address:	7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 90.00
Street Address: SAME AS ABOVE	☐ Authorized to be charged to deposit account ☑ Enclosed
City:	8. Payment Information:
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Email Address:	Authorized Usen Name 40.00 (p
9. Signature: (James / W	4-4-12
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JAMES WURN	Total number of pages including cover sheet, attachments, and document:

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

INTELLECTUAL PROPERTY ASSIGNMENT

Assignor: TSEA, of 2301 S. Lakeshore Dr., Suite 1005, Chicago, IL 60616

Assignee: EACA, of 2214 NW 5th St., Bend, OR 97701

Intellectual Property

1. The Assignor is the owner of the following trademarks:

Service Mark TSEA (& Design)	Reg. No. 2109024	Reg. Date Oct. 28, 1997	Goods & Services association services, namely, promoting the progress and development of the exhibit industry.
Exhibit Focus (& Design)	1182490	Dec. 15, 1981	organizing, promoting, and conducting an annual awards program for trade show exhibitors.
Certif. Mark CME	Reg. No. 1707551	Reg. Date Aug. 11, 1992	Goods & Services arranging and conducting exhibitions.

- 2. The Assignor is the owner of the following intellectual property:
 - a. Member lists and associated data, including CME certification data
 - b. Educational content, whether in print, audio or video format
 - c. Financial records
 - d. Other historical files such as white papers, position statements, educational programs, advocacy initiatives, and the like, whether in print or digital format.
 - e. All event marks, brands, logos and marketing information for events like the Red Diamond Congress, Face-to-Face, and the like.
- 3. While other brands may not be registered, like Red Diamond Congress, and Face-to-Face Events, the Assignor uses these brand marks to distinguish the goods associated with the mark from the goods of others in the marketplace.

Assignment

4. The Assignor, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, does sell, assign and transfer to the Assignee the Intellectual Property, together with that portion of the good will of the business with which the Intellectual Property is associated, and all rights, titles and interests in the Intellectual Propety, including, but not limited to, the right to register the trademarks, to renew registration of the trademarks and to license the use of the trademarks.

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Representations and Warranties

- 5. The Assignor represents and warrants to the Assignee:
 - a. The Assignor is the exclusive and lawful owner of the Intellectual Property, and the Intellectual Property does not infringe on the rights of any other person or organization.

b. The Intellectual Property is free of all security interests.

c. The Assignor has not granted any license to use the Intellectual Property in any manner whatsoever to any individual, person, organization, association, group or entity.

d. The Assignor is not aware of any competing claims to the Intellectual Property, and, as far as is known to the Assignor, there is no litigation pending with respect to any claim to the Intellectual Property, whether the claim is based on prior use of the Intellectual Property, a license to use the Intellectual Property or an ownership interest in the Intellectual Property.

e. The Assignor has the authority to enter into this Agreement.

5. The Assignee represents and warrants to the Assignor that the Assignee has the authority to enter into this Agreement.

In Witness whereof the parties have affixed their signatures this 3rd day of Opril , 2012

For TSEA

By Ann Pennino

Chairperson, Board of Directors

Flor EACA

y/James A. Wurm

Executive Director

TRADEMARK REEL: 004785 FRAME: 0180

RECORDED: 04/06/2012