

05/14/2012

DEPARTMENT OF COMMERCE
Patent and Trademark Office



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To the Director of the U. S. Patent and Trademark Office

Rec. 5/11/12

1. Name of conveying party(ies):

TSEA
TRADE SHOW EXHIBITORS ASSN.

- Individual(s)
- General Partnership
- Corporation- State: _____
- Other _____
- Association
- Limited Partnership

Citizenship (see guidelines) _____

Additional names of conveying parties attached? Yes No

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name: EACA - EXHIBITOR APPOINTED CONTRACTOR ASSN.

Internal Address: _____

Street Address: 2214 NW 5th ST.

City: BEND

State: OR

Country: U.S.A. Zip: 97701

- Association Citizenship IL
- General Partnership Citizenship _____
- Limited Partnership Citizenship _____
- Corporation Citizenship _____
- Other _____ Citizenship _____

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)

3. Nature of conveyance (Execution Date(s) :

Execution Date(s) APRIL 3, 2012

- Assignment
- Security Agreement
- Other _____
- Merger
- Change of Name

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) 210902A
1182490
1707551

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

5. Name & address of party to whom correspondence concerning document should be mailed:

Name: EACA

Internal Address: 2214 NW 5th ST BEND, OR

Street Address: SAME AS ABOVE 97701

City: BEND

State: OR Zip: 97701

Phone Number: 541-317-8768

Fax Number: 541-317-8749

Email Address: JIM.WURM@EACA.COM

6. Total number of applications and registrations involved:

3

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 90.00

- Authorized to be charged to deposit account
- Enclosed

8. Payment Information:

Deposit Account Number: _____

Authorized User Name: _____

9. Signature:

James Wurm
Signature

JAMES WURM
Name of Person Signing

4-4-12
Date

Total number of pages including cover sheet, attachments, and document: 3

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

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04/06/2012

Form PTO-1594 (Rev. 03-11)
OMB Collection 0651-0027 (exp. 03/31/2012)



DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office



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To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies):

TSEA
TRADE SHOW EXHIBITORS ASSN.

- Individual(s)
- General Partnership
- Corporation- State: _____
- Other _____
- Association
- Limited Partnership

Citizenship (see guidelines) _____

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- Change of Name

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Additional names, addresses, or citizenship attached? Yes No

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Internal Address: _____

Street Address: 2214 NW 5th ST.

City: BEND

State: OR

Country: U.S.A. Zip: 97701

- Association
- General Partnership
- Limited Partnership
- Corporation
- Other _____

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations 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)

B. Trademark Registration No.(s)
2109024
1182490
1707551

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

5. Name & address of party to whom correspondence concerning document should be mailed:

Name: EACA

Internal Address: _____

Street Address: SAME AS ABOVE

City: _____

State: _____ Zip: _____

Phone Number: _____

Fax Number: _____

Email Address: _____

6. Total number of applications and registrations involved:

3

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 90.00

- Authorized to be charged to deposit account
- Enclosed

8. Payment Information:

Deposit Account Number: _____

Authorized User Name: _____

9. Signature:

James Wurm
Signature

JAMES WURM
Name of Person Signing

4-4-12
Date

Total number of pages including cover sheet, attachments, and document: 3

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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:

<u>Service Mark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>	<u>Goods & Services</u>
TSEA (& Design)	2109024	Oct. 28, 1997	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.
<u>Certif. Mark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>	<u>Goods & Services</u>
CME	1707551	Aug. 11, 1992	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 Property, 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.

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 April, 2012.

Ann Pennino CME

For TSEA
By Ann Pennino
Chairperson, Board of Directors

James A. Wurm

For EACA
By James A. Wurm
Executive Director