

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	Notice of Grant of Security Interest in Trademarks

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Experient Inc.		02/28/2012	CORPORATION: MISSOURI

RECEIVING PARTY DATA

Name:	Bank of America, N.A., as Administrative Agent
Street Address:	231 S. LaSalle Street
Internal Address:	Mail Code: IL1-231-10-41
City:	Chicago
State/Country:	ILLINOIS
Postal Code:	60604
Entity Type:	national banking association: UNITED STATES

PROPERTY NUMBERS Total: 16

Property Type	Number	Word Mark
Registration Number:	3596656	EVENTRFID
Registration Number:	3279615	SMARTEVENT
Registration Number:	3279614	SMARTEVENT
Registration Number:	3196111	EXHIBITION EXCELLENCE
Registration Number:	3369206	PERFECTING THE EVENT EXPERIENCE
Registration Number:	3001545	C
Registration Number:	2995209	E
Registration Number:	2721582	MEET WITH SUCCESS
Registration Number:	3719002	EXPOCARD
Registration Number:	3740350	EVENTXL
Registration Number:	3023957	EXPOCONNECT
Registration Number:	2486084	OUR CLIENTS MEET WITH SUCCESS
Registration Number:	2198220	CONFERON

OP \$415.00 3596656

Serial Number:	85451506	EDGE
Serial Number:	85195351	SWAP
Serial Number:	78923769	EXPERIENT

CORRESPONDENCE DATA

Fax Number: 9194168328
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: 9192868041
 Email: pto_tmconfirmation@mvalaw.com
 Correspondent Name: Moore & Van Allen PLLC
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 Address Line 2: Suite 500
 Address Line 4: Morrisville, NORTH CAROLINA 27560

ATTORNEY DOCKET NUMBER:	017625-4749
NAME OF SUBMITTER:	John E. Slaughter
Signature:	/John E. Slaughter/
Date:	06/28/2012

Total Attachments: 4
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NOTICE
OF
GRANT OF SECURITY INTEREST
IN
TRADEMARKS

United States Patent and Trademark Office

Ladies and Gentlemen:

Please be advised that pursuant to the Third Amended and Restated Security Agreement dated as of February 28, 2012 (the "Security Agreement") by and among the Obligor party thereto (each an "Obligor" and collectively, the "Obligors") and Bank of America, N.A., as Administrative Agent (the "Administrative Agent") for the Lenders referenced therein (the "Lenders"), the undersigned Obligor has granted a continuing security interest in and continuing lien upon, the trademarks and trademark applications shown below to the Administrative Agent for the ratable benefit of the Lenders:

TRADEMARKS

<u>Trademark No.</u>	Description of Trademark <u>Item</u>	Date of <u>Trademark</u>
	See Schedule 1 attached hereto.	


Trademark Applications

<u>Trademark Applications No.</u>	Description of Trademark <u>Applied For</u>	Date of Trademark <u>Applications</u>
	See Schedule 1 attached hereto.	

The Obligor and the Administrative Agent, on behalf of the Lenders, hereby acknowledge and agree that the security interest in the foregoing trademarks and trademark applications (i) may only be terminated in accordance with the terms of the Security Agreement and (ii) is not to be construed as an assignment of any trademark or trademark application.

Very truly yours,

EXPERIENT INC.,
a Missouri corporation

By: 
Name: Steven M Galus
Title: Assistant Secretary

Obligor's Address:
1375 North Highway Drive
Fenton, Missouri 63099

Acknowledged and Accepted:

BANK OF AMERICA, N.A., as Administrative Agent

By: _____
Name: _____
Title: _____

The Obligors and the Administrative Agent, on behalf of the Lenders, hereby acknowledge and agree that the security interest in the foregoing trademarks and trademark applications (i) may only be terminated in accordance with the terms of the Security Agreement and (ii) is not to be construed as an assignment of any trademark or trademark application.

Very truly yours,

EXPERIENT INC.,
a Missouri corporation

By: _____

Name: _____

Title: _____

Obligor's Address:
1375 North Highway Drive
Fenton, Missouri 63099

Acknowledged and Accepted:

BANK OF AMERICA, N.A., as Administrative Agent

By: 

Name: Linda Lov

Title: AVP

Schedule 1

**Experient Inc.
(Missouri Corporation)**

U.S. Trademarks

Registered Marks

Mark	Registration No.	Registration Date
EVENTRFID and Design	3596656	03/24/09
SMARTEVENT and Design	3279615	08/14/07
SMARTEVENT	3279614	08/14/07
EXHIBITION EXCELLENCE and Design	3196111	01/09/07
PERFECTING THE EVENT EXPERIENCE C and Design	3369206	01/15/08
E and Design	3001545	09/27/05
MEET WITH SUCCESS	2995209	09/13/05
EXPOCARD	2721582	06/03/03
EVENTXL	3719002	12/01/09
EXPOCONNECT	3740350	01/19/10
OUR CLIENTS MEET WITH SUCCESS	3023957	12/06/05
CONFERON	2486084	09/04/01
	2198220	10/20/98

Pending Applications

Mark	Application No.	Filing Date
EDGE	85451506	10/19/11
SWAP	85195351	12/10/10
EXPERIENT	78923769	07/06/06