

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|---|--|-----------------|-----------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | CHANGE OF NAME | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| PENSKE MEDIA CORPORATION | | 09/19/2012 | CORPORATION: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | DEADLINE BUSINESS MEDIA, LLC | | |
| Street Address: | 9800 S. La Cienega Boulevard | | |
| Internal Address: | Suite 100 | | |
| City: | Los Angeles | | |
| State/Country: | CALIFORNIA | | |
| Postal Code: | 90301 | | |
| Entity Type: | LIMITED LIABILITY COMPANY: DELAWARE | | |
| PROPERTY NUMBERS Total: 5 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 77803413 | TOLDJA | |
| Serial Number: | 77820514 | DEADLINE.COM | |
| Serial Number: | 85152204 | DEADLINE AWARDS | |
| Serial Number: | 85152206 | DEADLINE | |
| Serial Number: | 85152207 | DEADLINE | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | | | |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> | | | |
| Phone: | (310)788-8688 | | |
| Email: | elizabeth@swansoniplaw.com | | |
| Correspondent Name: | Elizabeth Swanson c/o Law Off E. Swanson | | |
| Address Line 1: | 1901 Avenue of the Stars | | |
| Address Line 2: | Suite 200 | | |
| Address Line 4: | Los Angeles, CALIFORNIA 90067 | | |

OP \$140.00 77803413

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| NAME OF SUBMITTER: | Paul Woolnough |
| Signature: | /Paul Woolnough/ |
| Date: | 09/19/2012 |
| Total Attachments: 1 source=Change of name does not require any document submission#page1.tif | |

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submission.