

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
Penton Business Media, Inc.		09/30/2012	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Access Intelligence LLC
Street Address:	4 Choke Cherry Road
City:	Rockville
State/Country:	MARYLAND
Postal Code:	20850
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 16

Property Type	Number	Word Mark
Registration Number:	3591194	CHIEF MARKETER
Registration Number:	3800614	CHIEF MARKETER
Registration Number:	2135120	DIRECT
Registration Number:	2442751	DIRECT
Registration Number:	2266271	DIRECT NEWSLINE
Registration Number:	3294674	DIRECTTIPS
Registration Number:	3607184	I-MERCHANT
Registration Number:	3131377	MULTICHANNEL MERCHANT
Registration Number:	3219997	O+F OPERATIONS & FULFILLMENT
Registration Number:	2449039	OPERATIONS & FULFILLMENT
Registration Number:	3050669	PRO AWARDS
Registration Number:	3259888	PROMO
Registration Number:	3243461	PROMO SOURCEBOOK
Registration Number:	2262181	PROMOXTRA!

CH \$415.00 3591194

Registration Number:	3626467	THE BIG FAT MARKETING BLOG
Registration Number:	3933357	THE CHIEF ! MARKETER NETWORK

CORRESPONDENCE DATA

Fax Number: 2129692900
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
Phone: 212-969-3000
Email: trademark@proskauer.com
Correspondent Name: Jenifer deWolf Paine
Address Line 1: Proskauer Rose LLP
Address Line 2: Eleven Times Square
Address Line 4: New York, NEW YORK 10036-8299

ATTORNEY DOCKET NUMBER:	16460-001
NAME OF SUBMITTER:	Jenifer deWolf Paine
Signature:	/Jenifer deWolf Paine/
Date:	10/02/2012

Total Attachments: 4
source=Trademark Assignment#page1.tif
source=Trademark Assignment#page2.tif
source=Trademark Assignment#page3.tif
source=Trademark Assignment#page4.tif

TRADEMARK ASSIGNMENT

WHEREAS, Penton Business Media, Inc., a Delaware corporation ("Assignor"), and Access Intelligence LLC, a Delaware limited liability company ("Assignee"), have entered into an Asset Purchase Agreement dated as of September 30, 2012 (the "Effective Date");

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor irrevocably assigns, transfers and conveys unto Assignee and its successors and assigns, effective as of the Effective Date, all of Assignor's right, title and interest, whether now known or hereafter created and whether statutory, registered or at common law, in perpetuity, throughout the universe, in and to all of the trademarks and services marks set forth on Schedule A hereto and made a part hereof (along with all proprietary and other rights in such trademarks and service marks), together with all goodwill symbolized by all such trademarks and service marks and/or attendant thereto, including but not limited to any and all registrations and applications for registration with respect thereto and any and all renewals and extensions thereof (collectively, the "Trademarks"), along with, in each case, to the fullest extent permitted by law, any and all claims for past infringement, and the right to initiate suit and obtain damages and other forms of relief, both legal and equitable, arising from infringement, misappropriation or other violation of any right in or with respect to any of the Trademarks, whether prior to or subsequent to the Effective Date, and also along with, in each case, all rights of Assignor to administer, license and collect upon the Trademarks, and/or any undivided interest therein, throughout the universe.

Assignor authorizes and requests the United States Patent and Trademark Office to record Assignee as owner of the Trademarks, including any renewals and extensions thereof, and to issue any and all trademark registrations thereon to Assignee, as owner of the entire right, title and interest in, to and under the same, for the sole use and enjoyment of Assignee, its successors and assigns or other legal representatives.

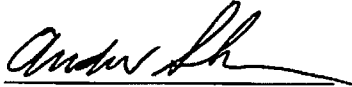
Assignor agrees, promptly upon the request of Assignee and/or its successors and assigns, to execute such other documents and/or instruments of assignment, transfer and conveyance as Assignee and/or its successors and assigns may reasonably request to permit Assignee or any of its successors or assigns to record the assignment covered by this Trademark Assignment or any other documents which Assignee or any of its successors or assigns may reasonably deem necessary, appropriate or desirable to evidence or effectuate the intent hereof.

This instrument shall be governed by the laws of the State of New York (without regard to the conflicts of laws principles thereof or of any other State).

[Signature on Following Page]

IN WITNESS WHEREOF, the parties hereto have caused this Trademark Assignment to be duly executed as of the Effective Date.

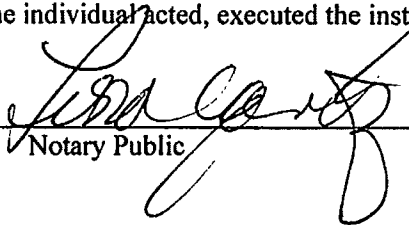
Penton Business Media, Inc.

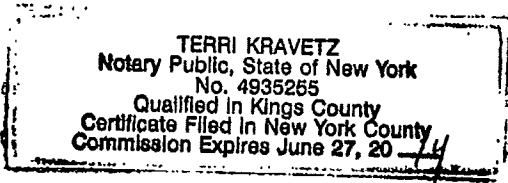
By: 
Name: Andrew Schmolka
Title: SVP

A C K N O W L E D G M E N T

State of New York)
) ss:
County of New York)

On the 27th day of September, in the year 2012, before me, the undersigned, personally appeared Andrew Schmolka, personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her official capacity, and that by his/her signature on the instrument, the individual, or the person upon behalf of which the individual acted, executed the instrument.


Notary Public



Schedule A

STATUS	REF. NO. / CLASSES	FILE DATE	APP. NO.	REG. DATE	REG. NO.
Chief Marketer					
REGISTERED	P0522.0447 35,41	9/18/2008	77/573,334	3/17/2009	3,591,194
REGISTERED	P0522.0459 16	3/5/2009	77/684,640	6/8/2010	3,800,614
DIRECT					
REGISTERED	P0522-0011/65 35	12/7/1995	75/976,717	2/3/1998	2,135,120
REGISTERED	P0522-0011/148 42	4/28/2000	76/036,850	4/10/2001	2,442,751
DIRECT NEWSLINE					
REGISTERED	P0522-0011/80 35,42	10/1/1997	75/366,545	8/3/1999	2,266,271
DIRECTTIPS					
REGISTERED	P0522-0020 41	8/5/2004	78/462,336	9/18/2007	3,294,674
I-MERCHANT					
REGISTERED	P0522.0434 41	2/6/2008	77/390,383	4/14/2009	3,607,184
MULTICHANNEL MERCHANT					
REGISTERED	P0522-0011 16,35,38	10/12/2004	78/498,488	8/15/2006	3,131,377
O+F OPERATIONS & FULFILLMENT					
REGISTERED	P0522-0073 16,41	5/15/2006	78/883,335	3/20/2007	3,219,997
OPERATIONS & FULFILLMENT					
REGISTERED	P0522-0011/156 16,42	3/3/2000	75/934,899	5/8/2001	2,449,039
PRO AWARDS					
REGISTERED	P0522-0009 41	1/27/2005	78/555,161	1/24/2006	3,050,669
PROMO					
REGISTERED	P0522-0407 16,35,41	11/6/2006	77/037,704	7/10/2007	3,259,888
PROMO SOURCEBOOK					
REGISTERED	P0522-0408 16,35	11/6/2006	77/037,807	5/22/2007	3,243,461
PROMO XTRA!					
REGISTERED	P0522-0011/81 16	10/1/1997	75/366,544	7/20/1999	2,262,181

THE BIG FAT MARKETING BLOG

REGISTERED P0522.0449 10/13/2008 77/591,152 5/26/2009 3,626,467
41

The Chief Marketer! Network

REGISTERED P0522.0469 9/16/2009 77/827,668 3/22/2011 3,933,357

35,41