

## 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
Nielsen Business Media, Inc.		01/25/2013	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Europa Star HBM SA		
Street Address:	25 route des Acacias		
Internal Address:	P.O. Box 1355		
City:	CH-1211 Geneva 26		
State/Country:	SWITZERLAND		
Entity Type:	CORPORATION: SWITZERLAND		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3212899	EUROPA STAR	
Registration Number:	3222177	EUROPA STAR	
CORRESPONDENCE DATA			
Fax Number:	2033271096		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	203-324-6155		
Email:	ccobb@ssjr.com		
Correspondent Name:	Gene S. Winter		
Address Line 1:	986 Bedford Street		
Address Line 2:	St. Onge Steward Johnston & Reens LLC		
Address Line 4:	Stamford, CONNECTICUT 06905		
ATTORNEY DOCKET NUMBER:	05560-T0001A & T0001B		
DOMESTIC REPRESENTATIVE			
Name:			

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Address Line 1:  
Address Line 2:  
Address Line 3:  
Address Line 4:

NAME OF SUBMITTER:	Gene S. Winter
Signature:	/Gene S. Winter/
Date:	01/25/2013
Total Attachments: 3 source=Assignment to Europa Star HBM SA#page1.tif source=Assignment to Europa Star HBM SA#page2.tif source=Assignment to Europa Star HBM SA#page3.tif	

Trademark Assignment

**WHEREAS, Nielsen Business Media, Inc.**, a Delaware corporation, with an address at 770 Broadway, New York, New York 10003; (hereinafter referred to as ASSIGNOR) has adopted and owns the trademarks **EUROPA STAR (Class 16)**, U.S. Registration No. **3,212,899**, registered February 27, 2007 and **EUROPA STAR (Class 35)**, U.S. Registration No. **3,222,177**, registered March 27, 2007;

**WHEREAS, Europa Star HBM SA**, a Société Anonyme organized and existing under the laws of Switzerland, with an address of 25 route des Acacias, P.O. Box 1355, CH-1211 Geneva 26, Switzerland; (hereinafter ASSIGNEE) is desirous of acquiring all rights, title and interest in and to said trademark as set forth hereinabove;

**NOW, THEREFORE**, for good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, ASSIGNOR does hereby assign, grant, transfer and otherwise convey to ASSIGNEE, its successors and assigns, its entire right, title and interest in and to the said the trademarks **EUROPA STAR (Class 16)**, U.S. Registration No. **3,212,899**, registered February 27, 2007 and **EUROPA STAR (Class 35)**, U.S. Registration No. **3,222,177**, registered March 27, 2007, including but not limited to all of ASSIGNOR's common law rights and registrations pertaining thereto, as well as all of the good will of the business symbolized by said trademarks, and the right to sue for past infringements thereof.

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**Nielsen Business Media, Inc.**

Date: January 25, 2013  
Location: Schaumburg, IL

By Mary A. Dresdow  
Name: Mary A. Dresdow  
Title: Vice President and Assistant Secretary

Notary Statement

State of ILLINOIS ss:  
County of COOK

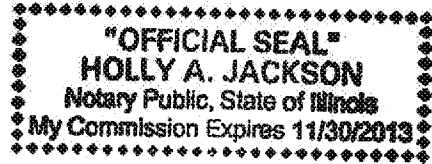
On JANUARY 25, 2013 before me MARY A. DRESDOW (insert Notary Name) personally appeared Mary A. Dresdow, Vice President and Assistant Secretary, of **Nielsen Business Media, Inc.** who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of ILLINOIS that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature Holly A. Jackson

(Seal)



Continued on next page

**Europa Star HBM SA**

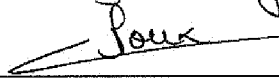
Date: January 25, 2013  
Location: Geneva - Switzerland

By   
Name: Philippe Maillard  
Title: Managing Director

***Declaration of Witness***

I declare that I was personally present and did see Philippe Maillard, who is personally known to me to be the person named in this assignment, duly sign and execute the same.

Declared at Geneva Switzerland on January 25, 2013

  
Signature of Witness

GILLOUX Catherine  
Name of Witness