

## 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: 1   |  |                       |                       |
| Property Type   | Number                                       | Word Mark             |                       |
| Registration Number:  | 4210109                                      | MULTICHANNEL MERCHANT |                       |
| CORRESPONDENCE DATA   |  |                       |                       |
| Fax Number:   | 2129692900                                   |                       |                       |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> |  |                       |                       |
| 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:   | 16460-138                                    |                       |                       |
| NAME OF SUBMITTER:  | Jenifer deWolf Paine                         |                       |                       |
| Signature:  | /Jenifer deWolf Paine/                       |                       |                       |

Date:

02/14/2013

Total Attachments: 2

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## 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 hereby 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 the trademark set forth on Schedule A (the "Trademark"), along with all proprietary and other rights in the Trademark, together with all goodwill symbolized by the Trademark 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, along with 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, dilution, or other violation of any right in or with respect to the Trademark, whether prior to or subsequent to the Effective Date, and also along with all rights of Assignor to administer, license, and collect upon the Trademark, throughout the universe.

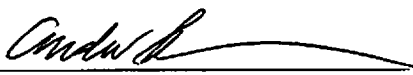
Assignor authorizes and requests the United States Patent and Trademark Office to record Assignee as owner of the Trademarks, including any renewals and extensions thereof, and to issue any and all trademark registrations thereon to Assignee, as owner of the entire right, title, and interest in, to, 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 is governed by the laws of the State of New York (without regard to the conflicts of laws principles thereof or of any other State).

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

**SCHEDULE A**

MULTICHANNEL MERCHANT -- Reg. No. 4,210,109