

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Marketplace Events LLC		03/29/2013	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	TriState Capital Bank (as agent)		
Street Address:	301 Grant Street		
City:	Pittsburgh		
State/Country:	PENNSYLVANIA		
Postal Code:	15219		
Entity Type:	Pennsylvania state chartered bank: PENNSYLVANIA		
PROPERTY NUMBERS Total: 8			
Property Type	Number	Word Mark	
Serial Number:	85769249	AIMEXPO	
Serial Number:	85769224	AIMEXPO AMERICAN INTERNATIONAL MOTORCYCLE EXPO	
Registration Number:	4248336	BIRMINGHAM HOME & GARDEN SHOW	
Registration Number:	2695004	BUFFALO HOME & GARDEN SHOW	
Registration Number:	4148852	GREAT BIG TEXAS HOME SHOW	
Registration Number:	3976119	MARKETPLACE EVENTS	
Serial Number:	85655061	THE VITALITY SHOW	
Serial Number:	85366189	WASHINGTON HOME & GARDEN SHOW	
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:	412-288-3008		

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Email: chughes@reedsmith.com
Correspondent Name: Clay P. Hughes
Address Line 1: P.O. Box 488
Address Line 4: Pittsburgh, PENNSYLVANIA 15230

ATTORNEY DOCKET NUMBER:	886077 20107 (NOT ON DKT)
NAME OF SUBMITTER:	Clay P. Hughes
Signature:	/Clay P. Hughes/
Date:	04/01/2013

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 Security and Pledge Agreement dated as of March 29, 2013 (as the same may be amended, modified, extended or restated from time to time, the "Agreement") by and among the Grantors party thereto (each a "Grantor" and collectively, the "Grantors"), the Lenders from time to time party thereto and TriState Capital Bank, a Pennsylvania state chartered bank, as Agent for and representative of the Lenders (the "Agent"), the undersigned Grantor has granted to Agent a continuing security interest in, and a right to set off against, any and all of Grantor's right, title and interest in the trademarks and trademark applications shown on Schedule 1 hereto (the "Trademark Collateral"), as well as all proceeds.

The undersigned Grantor and the Agent hereby acknowledge and agree that the security interest in the trademarks and trademark applications shown on Schedule 1 hereto (i) may only be terminated in accordance with the terms of the Agreement and (ii) is not to be construed as an assignment of any trademark or trademark application.

The undersigned Grantor and the Agent hereby further acknowledge and affirm that the rights and remedies of Agent with respect to the security interest in the Trademark Collateral granted hereby are more fully set forth in the Agreement, the terms and provisions of which are incorporated by reference herein as if fully set forth herein.

[Remainder of page intentionally left blank – Signature page to follow]

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TRADEMARK
REEL: 004995 FRAME: 0122

Very truly yours,

MARKETPLACE EVENTS LLC,
a Delaware limited liability company

By: Jackson Farrow Jr.

Name: Jackson Farrow Jr.

Title: Assistant Secretary

Acknowledged and Accepted:

TRISTATE CAPITAL BANK

By: _____

John D. Barrett, Regional President – Ohio

Very truly yours,

MARKETPLACE EVENTS LLC,
a Delaware limited liability company

By: _____
Name: _____
Title: _____

Acknowledged and Accepted:

TRISTATE CAPITAL BANK

By: John D. Barrett
John D. Barrett, Regional President – Ohio

Schedule 1

**Marketplace Events LLC
(Delaware limited liability company)**

U.S. Trademarks

Registered Marks

Mark	Jurisdiction	App./Reg. No*
AIMEXPO	US Federal	85769249*
AIMEXPO AMERICAN INTERNATIONAL MOTORCYCLE EXPO	US Federal	85769224*
BIRMINGHAM HOME & GARDEN SHOW	US Federal	4248336
BUFFALO HOME & GARDEN SHOW	US Federal	2695004
GREAT BIG TEXAS HOME SHOW	US Federal	4148852
MARKETPLACE EVENTS	US Federal	3976119
THE VITALITY SHOW	US Federal	85655061*
WASHINGTON HOME & GARDEN SHOW	US Federal	85366189*

*If noted with a star, the listed number is an application number that is pending. All other numbers are registration numbers.

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