

## TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Notice of Grant of Security Interest in Trademarks		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Marketplace Events LLC		03/29/2013	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	BB&T Capital Partners Mezzanine Fund II, LP		
Street Address:	101 N. Cherry Street, Suite 700		
City:	Winston-Salem		
State/Country:	NORTH CAROLINA		
Postal Code:	27101		
Entity Type:	LIMITED PARTNERSHIP: DELAWARE		
PROPERTY NUMBERS Total: 8			
Property Type	Number	Word Mark	
Registration Number:	4148852	GREAT BIG TEXAS HOME SHOW	
Registration Number:	4248336	BIRMINGHAM HOME & GARDEN SHOW	
Registration Number:	3976119	MARKETPLACE EVENTS	
Registration Number:	2695004	BUFFALO HOME & GARDEN SHOW	
Serial Number:	85769249	AIMEXPO	
Serial Number:	85769224	AIMEXPO AMERICAN INTERNATIONAL MOTORCYCLE EXPO	
Serial Number:	85655061	THE VITALITY SHOW	
Serial Number:	85366189	WASHINGTON HOME & GARDEN SHOW	
CORRESPONDENCE DATA			
Fax Number:	9194168363		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	9192868049		

OP \$215.00 4148852

Email: pto\_tmconfirmation@mvalaw.com  
Correspondent Name: Moore & Van Allen PLLC  
Address Line 1: 430 Davis Drive  
Address Line 2: Suite 500  
Address Line 4: Morrisville, NORTH CAROLINA 27560

ATTORNEY DOCKET NUMBER:	036606.011
NAME OF SUBMITTER:	John E. Slaughter, III
Signature:	/jes/
Date:	04/05/2013

**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 BB&T Capital Partners Mezzanine Fund II, LP, a Delaware limited partnership, as collateral agent (the "Agent") for the holders of the Secured Obligations referenced therein, the undersigned Grantor has granted a continuing security interest in, and right to setoff against, the trademarks and trademark applications shown on Schedule 1 hereto to the Agent for the ratable benefit of the holders of the Secured Obligations.

The Grantors and the Agent, on behalf of the holders of the Secured Obligations, 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.

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

Very truly yours,

MARKETPLACE EVENTS LLC,  
a Delaware LLC

By: Jackson Farrow Jr.  
Name: Jackson Farrow Jr.  
Title: Assistant Secretary

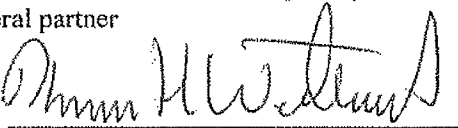
IP NOTICE (US)  
MARKETPLACE 2013

TRADEMARK  
REEL: 004999 FRAME: 0489

Acknowledged and Accepted:

**BB&T CAPITAL PARTNERS MEZZANINE FUND II, LP**

By: Winston Mezzanine Partners, LLC,  
its general partner

By:   
Name: Thomas H. Westbrook  
Title: Manager

IP NOTICE (US)  
MARKETPLACE 2013

**TRADEMARK**  
**REEL: 004999 FRAME: 0490**

Schedule 1

Marketplace Events LLC  
(Delaware Limited Liability Company)

U.S. Trademarks

Registered Marks

Mark	Reg. No.	Reg. Date
GREAT BIG TEXAS HOME SHOW	4148852	05/29/12
BIRMINGHAM HOME & GARDEN SHOW	4248336	11/27/12
MARKETPLACE EVENTS	3976119	06/07/11
BUFFALO HOME & GARDEN SHOW	2695004	03/11/03

Pending Applications

Mark	Appl. No.	Filing Date
AIMEXPO	85769249	11/01/12
AIMEXPO AMERICAN INTERNATIONAL MOTORCYCLE EXPO and Design	85769224	11/01/12
THE VITALITY SHOW	85655061	06/19/12
WASHINGTON HOME & GARDEN SHOW	85366189	07/08/11