

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Penton Media, Inc.		01/28/2013	CORPORATION: DELAWARE
Penton Business Media, Inc.	FORMERLY Prism Business Media Inc.	01/28/2013	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	General Electric Capital Corporation		
Street Address:	299 Park Avenue		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10171		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 56			
Property Type	Number	Word Mark	
Serial Number:	85643795	BEEFVET	
Registration Number:	4193698	CLUB INDUSTRY.COM	
Registration Number:	4226542	ENGREDEA	
Registration Number:	4189761	ENGREDEA	
Registration Number:	4230696	ENGREDEA INGREDIENTS AND INNOVATION	
Registration Number:	4270682	GOVPRO	
Registration Number:	4216586	MSPMENTOR	
Serial Number:	85752396	NATION'S RESTAURANT NEWS CONSUMER PICKS	
Registration Number:	4220890	NBJ	
Serial Number:	85724803	REP.	
Serial Number:	85798742	SN	
Serial Number:	85724807	TRUSTS & ESTATES	
Registration Number:	4193723	USED EQUIPMENT DIRECTORY	

CH \$1415.00 85643795

Serial Number:	85724804	WEALTHMANAGEMENT.COM
Serial Number:	85817941	WILDFIRE
Registration Number:	2380649	AMERICAN AGRICULTURIST
Registration Number:	1706022	BEEF PRODUCER
Registration Number:	0887524	CALIFORNIA FARMER
Registration Number:	2916802	CAROLINA-VIRGINIA FARMER
Registration Number:	1232695	FARM FUTURES
Registration Number:	3882926	FARM FUTURES DAILY
Registration Number:	0708523	FARM PROGRESS
Registration Number:	3879938	FARM PROGRESS AMERICA
Registration Number:	2533810	FARM PROGRESS HAY EXPO
Registration Number:	1233572	FARM TAX SAVER
Registration Number:	1053920	FEED ADDITIVE COMPENDIUM
Registration Number:	2538257	FEEDSTUFFS
Registration Number:	1194518	HOG PRODUCER
Registration Number:	1111459	HUSKER HARVEST DAYS
Registration Number:	1320639	INDIANA PRAIRIE FARMER
Registration Number:	0727256	KANSAS FARMER
Registration Number:	3886465	MASTER FARMER AWARD
Registration Number:	1604592	MICHIGAN FARMER
Registration Number:	1914186	MID-SOUTH FARMER
Registration Number:	1769531	MINNESOTA FARMER
Registration Number:	0729480	MISSOURI RURALIST
Registration Number:	1603700	NEBRASKA FARMER
Registration Number:	2563196	NEW YORK FARM SHOW
Registration Number:	1609741	OHIO FARMER
Registration Number:	0557269	PRAIRIE FARMER
Registration Number:	3656272	RURALLIFE
Registration Number:	2920190	SOUTHERN FARMER
Registration Number:	4201032	TACK 'N TOGS
Registration Number:	1047255	TACK 'N TOGS MERCHANDISING
Registration Number:	1685839	THE DAIRY PRODUCER
Registration Number:	1361860	THE FARMER
Registration Number:	2784911	THE FARMER - STOCKMAN
Registration Number:	1865402	THE FARMER-STOCKMAN SHOW

TRADEMARK

REEL: 005012 FRAME: 0783

	0212966	THE WISCONSIN FARMER
Registration Number:	1762207	USAGRICULTURE
Registration Number:	4156902	USAGRICULTURE BRANDFILE
Registration Number:	4145642	USAGRICULTURE MASTERFILE
Registration Number:	0854646	WALLACES FARMER
Registration Number:	2561324	WESTERN FARMER-STOCKMAN
Registration Number:	4114570	WISCONSIN AGRICULTURIST
Registration Number:	0699841	WISCONSIN AGRICULTURIST AMERICA'S DAIRYL

CORRESPONDENCE DATA

Fax Number: 6508023100

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: 6508023000

Email: suzin.metz@weil.com, kwang-chien.ger@weil.com

Correspondent Name: Kwang-chien Ger

Address Line 1: Weil, Gotshal & Manges LLP

Address Line 2: 201 Redwood Shores Parkway

Address Line 4: Redwood Shores, CALIFORNIA 94065

ATTORNEY DOCKET NUMBER:	KC GER/47660.3449/SIM
NAME OF SUBMITTER:	Kwang-chien Ger
Signature:	/Kwang-chien Ger/
Date:	04/24/2013

Total Attachments: 10

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INTELLECTUAL PROPERTY SECURITY AGREEMENT

This INTELLECTUAL PROPERTY SECURITY AGREEMENT (as amended, amended and restated, supplemented or otherwise modified from time to time, the “IP Security Agreement”) dated January 28, 2013, is made by Penton Media, Inc., a Delaware corporation, and Penton Business Media, Inc. (fka Prism Business Media Inc.), a Delaware corporation (each, a “Grantor”, collectively, the “Grantors”) in favor of General Electric Capital Corporation, as administrative agent (in such capacity, the “Administrative Agent”) for the Secured Parties (as defined in the Credit Agreement referred to below). Capitalized terms used herein and not defined shall have the meanings ascribed to such terms in the Credit Agreement or Collateral Agreement (both defined below) as applicable.

WHEREAS, the Grantors and Penton Business Media Holdings Inc. (fka Prism Media Holdings, Inc.), a Delaware corporation (“Holdings”) have entered into that certain Amended and Restated Credit Agreement dated March 10, 2010 (as amended, amended and restated, supplemented or otherwise modified from time to time, the “Credit Agreement”), with the Administrative Agent, the other agents party thereto and the Lenders party thereto.

WHEREAS, under the terms of that certain Amended and Restated Collateral Agreement dated March 10, 2010 made by the Grantors and Holdings to the Administrative Agent (as amended, amended and restated, supplemented or otherwise modified from time to time, the “Collateral Agreement”), the Grantors have assigned and pledged to the Administrative Agent, its successor and assigns, for the ratable benefit of the Secured Parties, and granted to the Administrative Agent, for the ratable benefit of the Secured Parties, a security interest in, among other property, certain intellectual property of the Grantors, and have agreed under the Credit Agreement to execute this IP Security Agreement for recording with the United States Patent and Trademark Office, the United States Copyright Office and other governmental authorities.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Grantors agree as follows:

SECTION 1. Grant of Security. As security for the payment or performance when due (whether at the stated maturity, by acceleration or otherwise), as the case may be, in full of the Obligations, and any extensions, renewals or modifications of the Obligations, each Grantor hereby assigns and pledges to the Administrative Agent, its successor and assigns, for the ratable benefit of the Secured Parties, and hereby grants to the Administrative Agent, its successor and assigns, for the ratable benefit of the Secured Parties, a security interest (the “Security Interest”) in, all right, title and interest in or to any and all of the following now owned or at any time hereafter acquired by such Grantor or in which such Grantor now has or at any time in the future may acquire any right, title or interest (the “Collateral”):

- a. (i) all letters patent of the United States or the equivalent thereof in any other country or jurisdiction and all reissues, extensions, registrations and recordings thereof, (ii) all applications for letters patent of the United States or the

equivalent thereof in any other country or jurisdiction, and all provisionals, continuations, divisions, continuations-in-part, reexaminations or revisions thereof, including, in the case of (i) and (ii), registrations, recordings and pending applications in the United States Patent and Trademark Office (or any successor or any similar offices in any other country), including without limitation those patents and applications set forth in Schedule A hereto, and (iii) the inventions disclosed or claimed therein, including the right to make, use and/or sell the inventions disclosed or claimed therein (the “Patents”);

b. (i) all trademarks, service marks, corporate names, trade names, company names, business names, fictitious business names, trade styles, trade dress, logos, other source or business identifiers, designs and general intangibles of like nature, now existing or hereafter adopted or acquired, all registrations and recordings thereof, and all registration and recording applications filed in connection therewith, including registrations and registration applications in the United States Patent and Trademark Office (or any successor office) or any similar offices in any State of the United States or any other country or any political subdivision thereof (provided that no security interest shall be granted in United States trademark applications filed in the United States Patent and Trademark Office on the basis of any Grantor’s “intent-to-use” such marks until an appropriate amendment to allege use or statement of use is filed in and accepted by the United States Patent and Trademark Office), and all renewals thereof, including without limitation those set forth in Schedule B hereto and (ii) all goodwill associated therewith or symbolized thereby (the “Trademarks”);

c. (i) all copyright rights in any work subject to the copyright laws of the United States or any other country, whether as author, assignee, transferee or otherwise and (ii) all registrations and applications for registration of any such copyright in the United States or any other country, including registrations, supplemental registrations and pending applications for registration in the United States Copyright Office (or any successor office or any similar office in any other country) and the right to obtain all renewals thereof (the “Copyrights”), including without limitation those material Copyrights set forth in Schedule C hereto;

d. to the extent not otherwise included, all proceeds, Supporting Obligations and products of any and all of the foregoing and all collateral security and guarantees given by any person with respect to any of the foregoing.

SECTION 2. Recordation. The Grantors authorize and request that the Register of Copyrights, the Commissioner for Patents and the Commissioner for Trademarks and any other applicable government officer record this IP Security Agreement.

SECTION 3. Execution in Counterparts. This IP Security Agreement may be executed in any number of counterparts, each of which when so executed shall be deemed to be an original and all of which taken together shall constitute one and the same agreement.

SECTION 4. Grants, Rights and Remedies. This IP Security Agreement has been entered into in conjunction with the provisions of the Collateral Agreement. The


Grantor does hereby acknowledge and confirm that the grant of the security interest hereunder to, and the rights and remedies of, the Administrative Agent with respect to the Collateral are more fully set forth in the Collateral Agreement.

SECTION 5. Governing Law. This IP Security Agreement shall be governed by, and construed in accordance with, the laws of the State of New York.

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IN WITNESS WHEREOF, the Grantors have caused this IP Security Agreement to be duly executed and delivered by its officer thereunto duly authorized as of the date first above written.

PENTON BUSINESS MEDIA INC.

By: 
Name: Andrew Schmolka
Title: SVP

PENTON MEDIA, INC.

By: 
Name: Andrew Schmolka
Title: SVP

ADMINISTRATIVE AGENT:

GENERAL ELECTRIC CAPITAL
CORPORATION

By: 

Name: ELLEN D. WEAVER

Title: DULY AUTHORIZED SIGNATORY

[INTELLECTUAL PROPERTY SECURITY AGREEMENT]

TRADEMARK
REEL: 005012 FRAME: 0789

SCHEDULE A

PATENTS

N/A

SCHEDULE B - TRADEMARKS

	REFERENCE#	FILED	APPL#	REGDT	REG#	STATUS	CLASSES
BEEFVET							
UNITED STATES	P0522.0508	6/5/2012	85/643,795			PENDING	16,41
Club Industry.com							
UNITED STATES	P0912.0089	12/1/2011	85/485,123	8/21/2012	4,193,698	REGISTERED	41
ENGREDEA							
UNITED STATES	P0912.0071	2/25/2011	85/251,451	10/16/2012	4,226,542	REGISTERED	41
UNITED STATES	P0912.0087	12/2/2011	85/485,676	8/14/2012	4,189,761	REGISTERED	35,41
ENGREDEA INGREDIENTS AND INNOVATION							
UNITED STATES	P0912.0070	2/25/2011	85/251,481	10/23/2012	4,230,696	REGISTERED	41
GovPro							
UNITED STATES	P0912.0082	10/6/2011	85/441,012	1/8/2013	4,270,682	REGISTERED	41
MSPMENTOR							
UNITED STATES	P0912.0077	8/31/2011	85/411,782	10/2/2012	4,216,586	REGISTERED	41,42
NATION'S RESTAURANT NEWS CONSUMER PICKS							
UNITED STATES	P0912.0094	10/12/2012	85/752,396			PENDING	35
NBJ							
UNITED STATES	P0912.0088	12/2/2011	85/485,575	10/9/2012	4,220,890	REGISTERED	16,41
REP.							
UNITED STATES	P0522.0510	9/10/2012	85/724,803			PENDING	16,41
SN							
UNITED STATES	P0522.0512	12/10/2012	85/798,742			PENDING	35,41
TRUSTS & ESTATES							
UNITED STATES	P0522.0511	9/10/2012	85/724,807			PENDING	09,16,41
USED EQUIPMENT DIRECTORY							
UNITED STATES	P0912.0091	12/5/2011	85/486,911	8/21/2012	4,193,723	REGISTERED	35
WEALTHMANAGEMENT.COM							
UNITED STATES	P0522.0509	9/10/2012	85/724,804			PENDING	09,35,41
WILDFIRE							
UNITED STATES	P0522.0513	1/8/2013	85/817,941			PENDING	16,41

Continued on following two pages

Trademark Registrations and Applications

COUNTRY	REFERENCE#	FILED	APPL#	REGDT	REG#	STATUS	CLASSES
AMERICAN AGRICULTURIST							
UNITED STATES	F0701.0001	1/11/1999	75/619,875	8/29/2000	2,380,649	REGISTERED	16
BEEF PRODUCER							
UNITED STATES	F0701.0002	11/7/1991	74/219,544	8/4/1992	1,706,022	REGISTERED	16
CALIFORNIA FARMER							
UNITED STATES	F0701.0003	7/10/1969	72/332,215	3/10/1970	887,524	REGISTERED	16
CAROLINA-VIRGINIA FARMER							
UNITED STATES	F0701.0004	3/12/2004	76/580,730	1/4/2005	2,916,802	REGISTERED	16
FARM FUTURES							
UNITED STATES	F0701.0005	9/14/1981	73/327,804	3/29/1983	1,232,695	REGISTERED	16
FARM FUTURES DAILY							
UNITED STATES	F0701.0006	4/14/2010	85/013,704	11/30/2010	3,882,926	REGISTERED	44
FARM PROGRESS							
UNITED STATES	F0701.0007	7/23/1959	72/078,303	12/13/1960	708,523	REGISTERED	35
FARM PROGRESS AMERICA							
UNITED STATES	F0701.0008	4/15/2010	85/014,550	11/23/2010	3,879,938	REGISTERED	41
FARM PROGRESS HAY EXPO							
UNITED STATES	F0701.0009	7/21/2000	76/093,234	1/29/2002	2,533,810	REGISTERED	35
FARM TAX SAVER							
UNITED STATES	F0701.0010	6/1/1982	73/367,522	4/5/1983	1,233,572	REGISTERED	16
FEED ADDITIVE COMPENDIUM							
UNITED STATES	F0701.0041	3/26/1976	73/081,617	12/7/1976	1,053,920	REGISTERED	16
FEEDSTUFFS							
UNITED STATES	F0701.0040	7/23/2001	76/288,079	2/12/2002	2,538,257	REGISTERED	16
HOG PRODUCER							
UNITED STATES	F0701.0011	4/28/1981	73/307,912	4/27/1982	1,194,518	REGISTERED	16
HUSKER HARVEST DAYS							
UNITED STATES	F0701.0012	9/29/1977	73/142,943	1/16/1979	1,111,459	REGISTERED	35
INDIANA PRAIRIE FARMER							
UNITED STATES	F0701.0013	3/12/1984	73/469,674	2/19/1985	1,320,639	REGISTERED	16
KANSAS FARMER							
UNITED STATES	F0701.0014	5/29/1961	72/120,989	2/6/1962	727,256	REGISTERED	16
MASTER FARMER AWARD							
UNITED STATES	F0701.0015	6/17/2010	85/065,235	12/7/2010	3,886,465	REGISTERED	35
MICHIGAN FARMER							
UNITED STATES	F0701.0016	9/5/1989	73/823,742	7/3/1990	1,604,592	REGISTERED	16
MID-SOUTH FARMER							
UNITED STATES	F0701.0017	1/10/1994	74/478,142	8/22/1995	1,914,186	REGISTERED	16
MINNESOTA FARMER							
UNITED STATES	F0701.0018	4/30/1992	74/270,708	5/4/1993	1,769,531	REGISTERED	16

MISSOURI RURALIST

UNITED STATES	F0701.0019	5/29/1961	72/120,988	4/3/1962	729,480	REGISTERED	16
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NEBRASKA FARMER

UNITED STATES	F0701.0020	8/25/1989	73/821,662	6/26/1990	1,603,700	REGISTERED	16
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NEW YORK FARM SHOW

UNITED STATES	F0701.0021	7/21/2000	76/093,233	4/23/2002	2,563,196	REGISTERED	35
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OHIO FARMER

UNITED STATES	F0701.0029	9/5/1989	73/823,593	8/14/1990	1,609,741	REGISTERED	16
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PRAIRIE FARMER

UNITED STATES	F0701.0022	9/14/1950	71/603,544	4/8/1952	557,269	REGISTERED	16
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RURALLIFE

UNITED STATES	F0701.0023	12/18/2008	76/694,898	7/21/2009	3,656,272	REGISTERED	16
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SOUTHERN FARMER

UNITED STATES	F0701.0024	4/2/2004	76/584,599	1/18/2005	2,920,190	REGISTERED	16
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TACK 'N TOGS

UNITED STATES	F0701.0038	7/28/2011	85/383,103	9/4/2012	4,201,032	REGISTERED	16
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TACK 'N TOGS MERCHANDISING

UNITED STATES	F0701.0039	2/4/1976	73/076,244	8/31/1976	1,047,255	REGISTERED	16
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THE DAIRY PRODUCER

UNITED STATES	F0701.0025	4/25/1991	74/160,633	5/5/1992	1,685,839	REGISTERED	16
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THE FARMER

UNITED STATES	F0701.0026	3/28/1985	73/529,379	9/24/1985	1,361,860	REGISTERED	16
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THE FARMER - STOCKMAN

UNITED STATES	F0701.0027	7/9/2002	76/428,364	11/18/2003	2,784,911	REGISTERED	16
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THE FARMER-STOCKMAN SHOW

UNITED STATES	F0701.0028	8/10/1992	74/302,316	11/29/1994	1,865,402	REGISTERED	35
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THE WISCONSIN FARMER

UNITED STATES	F0701.0030	12/26/1925	71/225,191	5/18/1926	212,966	REGISTERED	16
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USAGRICULTURE

UNITED STATES	F0701.0031	4/23/1992	74/268,404	3/30/1993	1,762,207	REGISTERED	16
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USAGRICULTURE BRANDFILE

UNITED STATES	F0701.0032	7/28/2011	85/383,232	6/12/2012	4,156,902	REGISTERED	35
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USAGRICULTURE MASTERFILE

UNITED STATES	F0701.0033	7/28/2011	85/383,666	5/22/2012	4,145,642	REGISTERED	35
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WALLACES FARMER

UNITED STATES	F0701.0034	5/5/1967	72/270,828	8/13/1968	854,646	REGISTERED	16
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WESTERN FARMER-STOCKMAN

UNITED STATES	F0701.0035	7/21/2000	76/093,998	4/16/2002	2,561,324	REGISTERED	16
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WISCONSIN AGRICULTURIST

UNITED STATES	F0701.0036	7/28/2011	85/383,469	3/20/2012	4,114,570	REGISTERED	16
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WISCONSIN AGRICULTURIST AMERICA'S DAIRYLAND

UNITED STATES	F0701.0037	7/31/1959	72/078,836	6/21/1960	699,841	REGISTERED	16
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SCHEDULE C

MATERIAL COPYRIGHTS

N/A