

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NOTICE OF RELEASE OF SECURITY INTEREST IN TRADEMARKS		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Credit Suisse AG, Cayman Islands Branch		06/06/2013	Bank: SWITZERLAND
RECEIVING PARTY DATA			
Name:	Men's Apparel Guild in California, Inc.		
Street Address:	2501 Colorado Avenue, Suite 280		
City:	Santa Monica		
State/Country:	CALIFORNIA		
Postal Code:	90404		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 11			
Property Type	Number	Word Mark	
Registration Number:	3393984	BUSINESS OF FASHION	
Registration Number:	2499225	BUSINESS OF FASHION	
Registration Number:	2766330	FASHION LIVES HERE	
Registration Number:	3045598	HIGH 5	
Registration Number:	2417603	MAGIC	
Registration Number:	3079037	MAGIC KIDS	
Registration Number:	2771040	MAGIC MARKETPLACE	
Registration Number:	2651727	MAGICONLINE	
Registration Number:	2609172	MI MAGIC INTERNATIONAL THE BUSINESS OF F	
Registration Number:	3296418	SOURCING AT MAGIC	
Registration Number:	3004418	SOURCING ZONE	
CORRESPONDENCE DATA			
Fax Number:			

900257271

TRADEMARK
 REEL: 005042 FRAME: 0809

CH \$290.00 3393984

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

Email: emendes@paulweiss.com, dgaier@paulweiss.com

Correspondent Name: Danielle L. Gaier

Address Line 1: 1285 Avenue of the Americas

Address Line 4: New York, NEW YORK 10019-6064

ATTORNEY DOCKET NUMBER:

19381-012

NAME OF SUBMITTER:

Danielle L. Gaier

Signature:

/Danielle L. Gaier/

Date:

06/06/2013

Total Attachments: 4

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NOTICE OF RELEASE OF SECURITY INTEREST IN TRADEMARKS

THIS NOTICE OF RELEASE OF SECURITY INTEREST IN TRADEMARKS (this "Release"), effective as of June 6, 2013, is made by Credit Suisse AG, Cayman Islands Branch as administrative agent and collateral agent (together with any successor(s) thereto in such capacities, the "Agent"), in favor of Men's Apparel Guild in California, Inc. and party to the Trademark Security Agreements referred to below (the "Grantor").

WHEREAS, reference is made to that certain First Lien Credit Agreement, dated as of May 31, 2007 (as amended, supplemented, amended and restated or otherwise modified prior to the date hereof, the "Credit Agreement"), among Advanstar Inc. ("Holdings"), Advanstar Communications Inc. (the "Borrower"), various financial institutions from time to time party thereto, as lenders, the Agent and the other persons from time to time party thereto;

WHEREAS, reference is made to that certain First Lien Pledge and Security Agreement, dated as of May 31, 2007 (as amended, supplemented, amended and restated or otherwise modified prior to the date hereof, the "Pledge and Security Agreement"), by the Grantor in favor of the Agent;

WHEREAS, pursuant to that certain Trademark Security Agreement, dated as of May 31, 2007, between the Grantor and the Agent, recorded in the United States Patent and Trademark Office at Reel 3732, Frame 0614, the Grantor granted to the Agent a security interest in the Grantor's right, title and interest in and to all of Grantor's trademarks (the "Trademarks"), including those listed on Exhibit A hereto, together with the goodwill of the business symbolized by the Trademarks, the applications, registrations and records related to the Trademarks and all proceeds thereof, including any and all causes of action which may exist by reason of infringement thereof (the "Released Assets"); and

WHEREAS, the Agent wishes to provide a document suitable for recording in the United States Patent and Trademark Office for purposes of recording the release, termination, relinquishment and discharge of its security interest in the Released Assets.

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

1. Release. The Agent hereby terminates, relinquishes, releases and discharges its security interest in the Released Assets and all right, title and interest of the Grantor in the Released Assets are hereby reassigned by the Agent to the Grantor.

2. Further Assurances. The Agent hereby authorizes the Grantor or the Grantor's authorized representative to record this Release with the United States Patent and Trademark Office. The Agent further agrees to execute and deliver to the Grantor any and all further documents and instruments, and do any and all further acts which the Grantor (or their agents or designees) reasonably request (at the Grantor's sole cost and expense) in order to confirm this Release and the Grantor's right, title and interest in, to and under the Released Assets.

3. Governing Law. This Release shall be governed by and construed and interpreted in accordance with the laws of the State of New York.

4. Definitions. Capitalized terms used herein and not defined shall have the respective meaning ascribed to such terms in the Pledge and Security Agreement.

[Signature Page Follows.]

IN WITNESS WHEREOF, the Agent has caused this Release to be duly executed as of the date set forth above.

**CREDIT SUISSE AG, CAYMAN ISLANDS
BRANCH, as Agent**

By: 
Name: VIPUL DHADDA
Title: AUTHORIZED SIGNATORY

By: 
Name: MICHAEL STRAIGHT
Title: AUTHORIZED SIGNATORY

[Signature Page to Trademark Release]

**TRADEMARK
REEL: 005042 FRAME: 0813**

EXHIBIT A

RELEASED ASSETS

Men's Apparel Guild in California, Inc.

Mark	Serial/Registration Number
BUSINESS OF FASHION	3393984
BUSINESS OF FASHION	2499225
FASHION LIVES HERE	2766330
HIGH 5	3045598
MAGIC	2417603
MAGIC KIDS	3079037
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