

05/29/2013

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To the Director of the U. S. Patent

ed documents or the new address(es) below.

1. Name of conveying party(ies):

Viad Corp

- Individual(s)
- Partnership
- Corporation- State: Delaware
- Other _____

Citizenship (see guidelines) _____

Additional names of conveying parties attached? Yes No

3. Nature of conveyance/Execution Date(s) :

Execution Date(s) December 31, 2009

- Assignment
- Security Agreement
- Other _____
- Merger
- Change of Name

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name: GES Exposition Services, Inc.

Street Address: 950 Grier Drive

City: Las Vegas,

State: NV

Country: United States Zip: 89119

- Individual(s) Citizenship _____
- Association Citizenship _____
- Partnership Citizenship _____
- Limited Partnership Citizenship _____
- Corporation Citizenship Nevada
- Other _____ Citizenship _____

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s) _____ Text _____

B. Trademark Registration No.(s) _____

PLEASE SEE ATTACHED SHEET

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

PLEASE SEE ATTACHED SHEET

5. Name & address of party to whom correspondence concerning document should be mailed:

Name: Dianne Shay

Internal Address: _____

Street Address: 1850 N. Central Avenue, Suite 1900

City: Phoenix,

State: AZ Zip: 85004-4565

Phone Number: 602 207-1011

Docket Number: _____

Email Address: dshay@viad.com

6. Total number of applications and registrations involved:

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$340.00

- Authorized to be charged to deposit account
- Enclosed

8. Payment Information:

05/30/2013 HTON11 00000036 1925400

01 FC:0521 40.00 OP
Deposit Account Number _____ 300.00 OP

Authorized User Name _____

9. Signature: Tina D. Wilcox
Signature

5/13/2013
Date

Tina D. Wilcox

Name of Person Signing

Total number of pages including cover sheet, attachments, and document:

EXHIBIT A
SCHEDULE OF TRADEMARKS

<u>Mark</u>	<u>Reg. No.</u>	<u>Issue Date</u>
EMAX	1925480	10/10/1995
LUMA 2 AND DESIGN	2113550	11/18/1997
EXHIBITGROUP GILTSPUR	2801691	01/06/2004
RED & DESIGN	3403984	04/01/2008
EXHIBITGROUP GILTSPUR	3891648	12/21/2010
EXHIBITGROUP GILTSPUR SPIRAL	3767770	03/30/2010
egRENTAL SOLUTIONS	3726953	12/22/2009
COLOR SPIRAL DESIGN EG LOGO ONLY	3625054	05/26/2009
egMARKETING SOLUTIONS	3829894	08/10/2010
SPIRAL DESIGN W/COLOR & EXHIBITGROUP GILTSPUR	3625037	05/26/2009
SPIRAL & DESIGN EXHIBITGROUP GLTSPUR	3625038	05/26/2009
SPIRAL & DESIGN EXHIBITGROUP GILTSPUR	3767771	03/30/2010
EG RETAIL	3773831	04/13/2010

TRADEMARK ASSIGNMENT
(United States Registrations/Applications)

THIS AGREEMENT is entered into as of the date given below, effective nunc pro tunc as of December 31, 2009, by and between Viad Corp, a Delaware corporation, with offices at 1850 North Central Avenue, Suite 800, Phoenix, AZ 85004-4545 ("Assignor"), and GES Exposition Services, Inc., a Nevada corporation, with offices at 950 Grier Drive, Las Vegas, NV 89119 ("Assignee"), to confirm and memorialize in recordable form the trademark assignments made and agreed to pursuant to that certain Assignment and Assumption Agreement signed and dated by the parties hereto on December 31, 2009.

WHEREAS Assignor is the owner of the trademarks identified on Exhibit A ("TRADEMARKS") attached hereto and incorporated herein as if set forth herein in its entirety; and

WHEREAS Assignor desires to assign to Assignee, and Assignee desires to acquire from Assignor, all right, title and interest in and to the TRADEMARKS, along with the goodwill symbolized thereby and any registrations and/or pending applications thereof;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign, transfer and set over to Assignee, its successors, and assigns, all right, title, and interest in and to the TRADEMARKS, along with the goodwill symbolized thereby throughout the United States, and any registrations and/or applications thereof, and the right to recover for damages and profits for past infringements of the TRADEMARKS.

Assignor warrants that it is the legal owner of all right, title and interest in and to the TRADEMARKS.

Assignor agrees to cooperate with Assignee and to execute and deliver all papers, instruments and assignments as may be necessary to vest all right, title and interest in and to the aforesaid TRADEMARKS, including, without limitation, recordation of the assignment in the United States Patent and Trademark Office.

Signed below by the parties hereto this 7th day of May, 2010, effective nunc pro tunc December 31, 2009.

ASSIGNOR
VIAD CORP

ASSIGNEE
GES EXPOSITION SERVICES, INC.

By: [Signature]
(signature)

By: [Signature]
(signature)

Scott E. Sayre
(print name)

Scott E. Sayre
(print name)

Title: Vice President – General
Counsel & Secretary

Title: Secretary

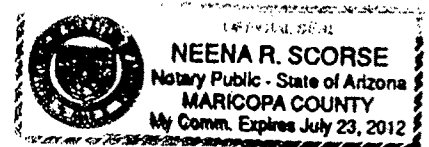
ASSIGNOR'S JURAT

STATE OF ARIZONA)
) ss.
COUNTY OF MARICOPA)

Subscribed and sworn to before me on this 7th day of May, 2010, by **Scott E. Sayre**, generally known to me or proved to me on the basis of satisfactory evidence to be the person(s) who appeared before me, serving as the **Vice President – General Counsel & Secretary** of Assignor and that he signed this document on behalf of Assignor.

[Signature]
NOTARY

(seal)



ASSIGNEE'S JURAT

STATE OF ARIZONA)
) ss.
COUNTY OF MARICOPA)

Subscribed and sworn to before me on this 7th day of May, 2010, by **Scott E. Sayre**, generally known to me or proved to me on the basis of satisfactory evidence to be the person(s) who appeared before me, serving as the **Secretary** of Assignee and that he signed this document on behalf of Assignee.

[Signature]
NOTARY

(seal)

