

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
McGraw Hill Financial, Inc.		08/01/2013	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	Penton Media, Inc.		
Street Address:	1166 Avenue of the Americas		
Internal Address:	10th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10036		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 16			
Property Type	Number	Word Mark	
Registration Number:	0879496	AEROSPACE DAILY	
Registration Number:	0791049	AVIATION DAILY	
Registration Number:	2452596	AVIATION WEEK	
Registration Number:	1678505	AVIATION WEEK & SPACE TECHNOLOGY	
Registration Number:	3196029		
Registration Number:	0908640	BUSINESS & COMMERCIAL AVIATION	
Registration Number:	0822894	BUSINESS AVIATION	
Registration Number:	4338335	DEFENSE TECHNOLOGY INTERNATIONAL	
Registration Number:	3831041	MRO	
Registration Number:	3236714	MRO PROSPECTOR	
Registration Number:	3854013	OVERHAUL & MAINTENANCE	
Registration Number:	0676491	SPACE TECHNOLOGY	
Registration Number:	1491089	THE WEEKLY OF BUSINESS AVIATION	

OP \$415.00 0879496

Registration Number:	2391192	THE WEEKLY OF BUSINESS AVIATION
Registration Number:	3617890	WORLD AEROSPACE DATABASE
Registration Number:	1405779	WORLD AVIATION DIRECTORY

CORRESPONDENCE DATA

Fax Number: 2152799394

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

Phone: 215.279.9389

Email: jordan.lavine@flastergreenberg.com

Correspondent Name: Jordan A. LaVine

Address Line 1: 1600 JFK Blvd.

Address Line 2: 2nd Floor

Address Line 4: Philadelphia, PENNSYLVANIA 19103

NAME OF SUBMITTER:

Jordan LaVine

Signature:

/jordan lavine/

Date:

08/05/2013

Total Attachments: 10

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TRADEMARK ASSIGNMENT

TRADEMARK ASSIGNMENT (this "Assignment"), dated as of August 1, 2013, by and between McGraw Hill Financial, Inc. (formerly known as The McGraw-Hill Companies, Inc.), a New York corporation ("Assignor"), and Penton Media, Inc., a Delaware corporation ("Assignee").

WHEREAS, Assignor is the owner of the trademark registrations and applications for registration set forth on Schedule A attached hereto (collectively, the "Marks");

WHEREAS, Assignor and Assignee are parties to the Asset Purchase Agreement dated as of July 24, 2013 (as may be amended from time to time, the "Purchase Agreement") pursuant to which Assignor has sold, and Assignee has purchased, certain assets of Assignor, including without limitation, the Marks; and

WHEREAS, pursuant to the Purchase Agreement, Assignor wishes to assign to Assignee, and Assignee wishes to acquire from Assignor, all worldwide right, title and interest in and to the Marks and all goodwill associated therewith.

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

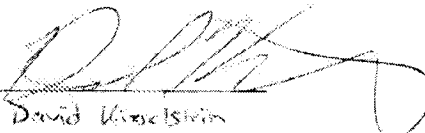
1. Assignor hereby sells, transfers, assigns and conveys to Assignee all of Assignor's right, title and interest in, to and under the Marks and any registrations, renewals and extensions that may be granted thereon, together with the goodwill of Assignor's business associated with the use of and symbolized by the Marks, for Assignee's own use and enjoyment and for the use and enjoyment of its successors, assigns and other legal representatives.
2. Assignor shall execute and deliver to the Assignee all necessary documents and take all necessary actions reasonably requested by the Assignee from time to time to confirm or effect the assignments set forth in this Assignment or to otherwise carry out the purposes of this Assignment, including, without limitation, by entering into individual assignment agreements between Assignor and Assignee for purposes of filing or otherwise evidencing the assignments set forth in this Assignment with applicable national, international and regional trademark registration offices; provided, however, that nothing contained herein shall obligate Assignor to incur any cost or pay any expense in connection therewith.
3. This Assignment shall be governed by, and construed and enforced in accordance with, the laws of the State of New York (without regard to conflicts of law principles thereof or of any other State). Assignor and Assignee hereby irrevocably submit to the exclusive jurisdiction of any New York State or United States Federal Court sitting in New York City (and any appellate court therefrom) over any action or proceeding arising out of or relating to this Assignment. Assignor and Assignee hereby irrevocably waive any objection that any such party may have to venue and the defense of an inconvenient forum to the maintenance of such action or proceeding.

4. This Assignment may be signed in counterparts, each of which shall be deemed an original, and each party thereto may become a party hereto by executing a counterpart hereof. This Assignment and any counterpart so executed shall be deemed to be one and the same instrument. The exchange (including by fax or e-mail) of copies of executed counterparts of this Assignment shall be deemed execution and delivery thereof.
5. This Assignment is provided pursuant to the Purchase Agreement, to which reference is made for a further statement of the rights and obligations of Assignor and Assignee with respect to the Marks. No provision in this Assignment shall be deemed to limit, alter or amend the terms, conditions or provisions of the Purchase Agreement. In the event of any conflict between any provision of this Assignment and any provision of the Purchase Agreement, the Purchase Agreement shall govern.


[Signatures on the next page]

IN WITNESS WHEREOF, the parties have caused this instrument to be executed on the date and year first above written.

PENTON MEDIA, INC.

By: 
Name: David Wieselstein
Title: CEO

MCGRAW HILL FINANCIAL, INC.

By: 
Name: Glenn S. Goldberg
Title: President, Commodities and Commercial Markets

McGraw-Hill Companies (Information & Media)

Printed: 6/13/2013

Trademark Report By Title

Search Criteria

Status ACTIVE
ClientID 50616

Display Options

Goods All
Owner All

AEROSPACE DAILY

UNITED STATES 50616103US 03/12/1968 72/293,014 10/28/1969 879,496 REGISTERED 16
OWNER: McGraw Hill Financial, Inc.

CLASS DESCRIPTION
16 Newsletter.

AVIATION DAILY

UNITED STATES 50616448US0 11/27/1963 72/181,946 06/15/1965 791,049 REGISTERED 38
OWNER: The McGraw-Hill Companies, Inc.

CLASS DESCRIPTION
38 Daily newsletter of news relating to aviation, aeronautics, and space published at regular intervals.

AVIATION WEEK

ISRAEL 50616274IL 05/15/1997 112446 01/07/1999 112446 REGISTERED 35
OWNER: The McGraw-Hill Companies, Inc.

CLASS DESCRIPTION
35 Organizing, conducting and sponsoring exhibitions and trade shows.

UNITED STATES 50616405US 09/21/1999 75/804,431 05/22/2001 2,452,596 REGISTERED 35, 42
OWNER: McGraw Hill Financial, Inc.

CLASS DESCRIPTION
35 Arranging and conducting business conferences and trade show exhibitions in the field of aviation and the aerospace and space industries.
42 Providing news and information in the fields of aviation and the aerospace industry.

AVIATION WEEK & SPACE TECHNOLOGY

CHINA 50616211CN 12/25/1993 93126433 09/07/1995 765028 REGISTERED 16
OWNER: The McGraw-Hill Companies, Inc.

CLASS DESCRIPTION

16 Printed publications, periodical publications, magazines, all relating to aviation and/or to space technology; all included in class 16.

EUROPEAN UNION 50616150EU 01/24/1997 462382 08/13/1999 462382 REGISTERED 09, 16, 38
OWNER: The McGraw-Hill Companies, Inc.

CLASS	DESCRIPTION
16	Printed publications, periodical publications and magazines relating to aircraft and aerospace.
09	Cd-roms, tapes and other magnetic media, all bearing news and information on aircraft and aerospace.
38	News and information services relating to aircraft and aerospace provided through online computer systems.

FRANCE 50616382FR 09/07/1988 953058 09/07/1988 1487247 REGISTERED 16, 35, 39, 41

OWNER: The McGraw-Hill Companies, Inc.

CLASS	DESCRIPTION
39	Delivery of newspaper services.
16	N/A
35	Arranging newspaper subscriptions services.
41	N/A

GERMANY 50616139DE 10/22/1993 M76215/16Wz 07/22/1998 2913982 REGISTERED 16
OWNER: The McGraw-Hill Companies, Inc.

CLASS	DESCRIPTION
16	Printed publications, periodical publications, magazines; all relating to aviation and/or to space technology; all included in class 16.

MEXICO 50616363MX 12/13/1999 121311450200 12/13/1999 121311450200 REGISTERED N/A
OWNER: The McGraw-Hill Companies, Inc.

CLASS	DESCRIPTION
N/A	N/A

UNITED STATES 50616111US 01/14/1991 74/131,302 03/10/1992 1,678,505 REGISTERED 16
OWNER: McGraw Hill Financial, Inc.

CLASS	DESCRIPTION
16	Magazine covering developments in aviation and space technology.

AVIATION WEEK & SPACE TECHNOLOGY (English)

JAPAN 50616353JP 11/04/1993 111330/93 03/12/1997 3269779 REGISTERED 16
OWNER: The McGraw-Hill Companies, Inc.

CLASS	DESCRIPTION
16	Magazines relating to aviation and/or space technology; newspapers relating to aviation and/or space technology, other magazines, other newspapers, other periodical publications, books and other printed matters.

AVIATION WEEK & SPACE TECHNOLOGY (in Chinese Characters)

CHINA 50616210CN 12/25/1993 93126432 09/07/1995 765027 REGISTERED 16
OWNER: The McGraw-Hill Companies, Inc.

CLASS	DESCRIPTION
16	Printed publications, periodical publications, magazines; all relating to aviation and/or to space technology; all included in class 16.

AVIATION WEEK & SPACE TECHNOLOGY (in Cyrillic)

RUSSIA 50616183RU 11/22/1993 93051420 06/16/1995 128425 REGISTERED 16
OWNER: The McGraw-Hill Companies, Inc.

CLASS	DESCRIPTION
16	Printed publications, periodical publications, magazines; all relating to aviation and/or to space technology; all included in class 16.

AVIATION WEEK & SPACE TECHNOLOGY (in Katakana)

JAPAN 50616284JP 11/04/1993 111331/93 03/12/1997 3269780 REGISTERED 16
OWNER: The McGraw-Hill Companies, Inc.

CLASS	DESCRIPTION
16	Magazines relating to aviation and/or space technology; newspapers relating to aviation and/or space technology, other magazines, other newspapers, other periodical publications, books and other printed matters.

AVIATION WEEK & SPACE TECHNOLOGY (in Latin)

RUSSIA 50616182RU 11/22/1993 93051419 07/14/1995 129377 REGISTERED 16
OWNER: The McGraw-Hill Companies, Inc.

CLASS	DESCRIPTION
16	Printed publications, periodical publications, magazines; all relating to aviation and/or to space technology.

AVIATION WEEK Logo

UNITED STATES 50616049US 08/04/2005 78/685,703 01/09/2007 3,196,029 REGISTERED 16, 35
OWNER: McGraw Hill Financial, Inc.

CLASS	DESCRIPTION
16	Print publications, namely, newsletters in the fields of aviation and the aerospace industry.

35 Arranging and conducting trade shows and conferences in the fields of aviation and the aerospace industry; providing over the Internet news and information about the aviation and the aerospace industry, namely, industry company and personnel data along with information as to size, future forecasts and location of aircraft fleet.

BUSINESS & COMMERCIAL AVIATION

MEXICO 50616365MX 04/21/2004 04211207550010 04/21/2004 04211207550010 REGISTERED N/A
OWNER: The McGraw-Hill Companies, Inc.

CLASS	DESCRIPTION
N/A	N/A

UNITED STATES 50616117US 04/20/1970 72/357,463 02/23/1971 908,640 REGISTERED 16
OWNER: McGraw Hill Financial, Inc.

CLASS	DESCRIPTION
16	Monthly magazine.

BUSINESS AVIATION

UNITED STATES 50616113US 09/30/1965 72/228,970 01/24/1967 822,894 REGISTERED 16
OWNER: McGraw Hill Financial, Inc.

CLASS	DESCRIPTION
16	Weekly newsletter.

DEFENSE TECHNOLOGY INTERNATIONAL

EUROPEAN UNION 50616149EU 06/29/2005 4516738 10/31/2006 4516738 REGISTERED 16, 41
OWNER: The McGraw-Hill Companies, Inc.

CLASS	DESCRIPTION
16	Printed materials, namely magazines and newsletters in the fields of technology, business, operations, strategies and funding issues relative to the global defense industry.
41	Providing electronic magazines in the fields of technology, business, operations, strategies and funding issues relative to the global defense industry.

UNITED STATES 50616713US 09/19/2012 85/732,717 05/21/2013 4,338,335 REGISTERED 16, 41
OWNER: McGraw Hill Financial, Inc.

CLASS	DESCRIPTION
16	Printed materials, namely magazines in the fields of technology, business, operations, strategies and funding issues relative to the global defense industry
41	Providing electronic magazines in the fields of technology, business, operations, strategies and funding issues relative to the global defense industry

Keyword: AVIATIONWEEK

CHINA 50616510CN 50616510 REGISTERED
OWNER: The McGraw-Hill Companies, Inc.

UNITED STATES 50616516US 12/02/2009 77/884,114 08/10/2010 3,831,041 REGISTERED 35, 41
OWNER: McGraw Hill Financial, Inc.

CLASS	DESCRIPTION
41	Arranging and conducting educational conferences and exhibitions relating to maintenance, repair and overhaul in the fields of aviation and aerospace.
35	Arranging and conducting business conferences and exhibitions relating to maintenance, repair and overhaul in the fields of aviation and aerospace.

MRO

UNITED STATES 50616516US 12/02/2009 77/884,114 08/10/2010 3,831,041 REGISTERED 35, 41
OWNER: McGraw Hill Financial, Inc.

CLASS	DESCRIPTION
41	Arranging and conducting educational conferences and exhibitions relating to maintenance, repair and overhaul in the fields of aviation and aerospace.
35	Arranging and conducting business conferences and exhibitions relating to maintenance, repair and overhaul in the fields of aviation and aerospace.

MRO PROSPECTOR

UNITED STATES 50616456US 04/11/2006 78/858,842 05/01/2007 3,236,714 REGISTERED 35
OWNER: McGraw Hill Financial, Inc.

CLASS	DESCRIPTION
35	Providing online information in the field of business development and benchmarking data for aviation maintenance, repair and overhaul

OVERHAUL & MAINTENANCE

MEXICO 50616362MX 12/13/1999 121311384800 12/13/1999 121311384800 REGISTERED N/A
OWNER: The McGraw-Hill Companies, Inc.

CLASS	DESCRIPTION
N/A	N/A

UNITED STATES 50616531US 04/09/2010 85/010,109 09/28/2010 3,854,013 REGISTERED 16
OWNER: McGraw Hill Financial, Inc.

CLASS	DESCRIPTION
16	Publication, namely, a magazine covering information on the aircraft industry.

SPACE TECHNOLOGY

UNITED STATES 50616121US 02/28/1958 72/046,848 03/31/1999 676,491 REGISTERED 16
OWNER: McGraw Hill Financial, Inc.

CLASS	DESCRIPTION
16	Periodical publication

THE WEEKLY OF BUSINESS AVIATION (Stylized)

UNITED STATES 50616107US 06/29/1987 73/669,271 06/07/1988 1,491,089 REGISTERED 16
OWNER: McGraw Hill Financial, Inc.

CLASS	DESCRIPTION
16	Weekly newsletter.

THE WEEKLY OF BUSINESS AVIATION

UNITED STATES 50616059US 04/20/1999 75/687,332 10/03/2000 2,391,192 REGISTERED 16, 42
OWNER: McGraw Hill Financial, Inc.

CLASS	DESCRIPTION
16	Publications, namely, a newsletter providing news and information in the field of business aviation
42	Computer services, namely, providing on-line newsletters regarding information on business aviation

WORLD AEROSPACE DATABASE

UNITED STATES 50616344US 10/24/2005 78/738,980 05/05/2009 3,617,890 REGISTERED 16, 35, 37, 40

OWNER: McGraw Hill Financial, Inc.

CLASS	DESCRIPTION
37	Providing an on-line computer database featuring information regarding carriers, companies and persons engaged in maintenance, repair and overhaul of aerospace and aviation aircrafts, parts and equipment for the aerospace and aviation industries
16	Semi-annual print directory featuring commercial information regarding carriers, companies and persons engaged in the aerospace and aviation industries
35	Providing an on-line computer database featuring information regarding companies and persons engaged as distributorships and suppliers in the field of aerospace and aviation aircrafts, parts and equipment for the military and commercial airlines
40	Providing an on-line computer database featuring information regarding companies and persons engaged in the manufacture of aerospace and aviation aircrafts, parts and equipment to order and/or specification of others in the aerospace and aviation industries for the military and commercial airlines

WORLD AVIATION DIRECTORY

UNITED STATES 50616101US 08/01/1985 73/551,559 08/19/1986 1,405,779 REGISTERED 16
OWNER: McGraw Hill Financial, Inc.

CLASS	DESCRIPTION
16	Semi-annual directory of carriers, companies and persons engaged in aviation.