

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
United Business Media LLC		07/15/2011	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	UBM LLC		
Street Address:	600 Community Drive 4th Floor		
City:	Manhasset		
State/Country:	NEW YORK		
Postal Code:	11030		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3317330	GAME DEVELOPERS CONFERENCE	
Registration Number:	3327409	HEAVY READING	
CORRESPONDENCE DATA			
Fax Number:	2127686800		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	2127685367		
Email:	trademarks.us@dentons.com,ian.farias@dentons.com		
Correspondent Name:	Monica B. Richman, Dentons US LLP		
Address Line 1:	P.O. Box #061080		
Address Line 4:	Chicago, ILLINOIS 60606-1080		
ATTORNEY DOCKET NUMBER:	20001431.1978		
NAME OF SUBMITTER:	Monica B. Richman		
Signature:	/monica b. richman/		

OP \$65.00 3317330

Date:

08/05/2013

Total Attachments: 2

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Delaware

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The First State

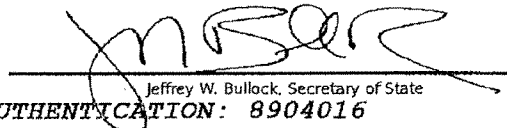
I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "UNITED BUSINESS MEDIA LLC", CHANGING ITS NAME FROM "UNITED BUSINESS MEDIA LLC" TO "UBM LLC", FILED IN THIS OFFICE ON THE FIFTEENTH DAY OF JULY, A.D. 2011, AT 9:48 O'CLOCK A.M.

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You may verify this certificate online
at corp.delaware.gov/authver.shtml




Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 8904016

DATE: 07-15-11

TRADEMARK
REEL: 005085 FRAME: 0015

Certificate of Amendment to the Certificate of Formation
of
UNITED BUSINESS MEDIA LLC

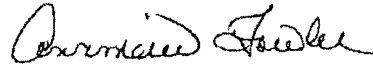
It is hereby certified that:

1. The name of the limited liability company (hereinafter called the limited liability company) is United Business Media LLC.
2. The certificate of formation of the limited liability company is hereby amended by striking out Article First thereof and by substituting in lieu of said Article First the following new Article:

"First the name of the Company is UBM LLC."
3. The effective date of the amendment herein certified shall be July 15, 2011.

Executed on July 15th 2011.

By:



Name: Annmarie Fowler

Title: Manager