

08/19/2013



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MD 08-19-13

To the Director of the U. S. Patent

ed documents or the new address(es) below.

1. Name of conveying party(ies):

The Becker Group Ltd.

- Individual(s)
- Partnership
- Corporation- State: Maryland
- Other _____
- Association
- Limited Partnership

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)

1305250

Additional sheet(s) attached? Yes No

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

Mark: THE BECKER GROUP Reg. No. 1305250

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

Name: Dianne Shay

Internal Address: Law Department

Street Address: 1850 N. Central Avenue, Suite 1900

City: Phoenix

State: AZ Zip: 85004-4565

Phone Number: 602 207-1011

Docket Number: 4443-1

Email Address: dshay@viad.com

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$40.00

- Authorized to be charged to deposit account
- Enclosed

8. Payment Information:

08/29/2013 HTON11 00000023 1305250

Deposit Account Number _____ 40.00 0P

Authorized User Name _____

9. Signature:

Tina D. Wilcox 8/13/13

Signature

08/13/2013

Date

Tina D. Wilcox

Name of Person Signing

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

5

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 The Becker Group, Ltd., a Maryland Corporation, with offices at 901 Cathedral Street, Baltimore, MD 21201 ("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 the 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 22nd day of July, 2013, effective nunc pro tunc December 31, 2009.

ASSIGNOR
THE BECKER GROUP, LTD.

ASSIGNEE
GES EXPOSITION SERVICES, INC.
Now by Change of Name
GLOBAL EXPERIENCE SPECIALISTS, INC.

By: *Deborah J. DePaoli*
(signature)

By: *Deborah J. DePaoli*
(signature)

Deborah J. DePaoli

Deborah J. DePaoli

Title: Vice President & Secretary

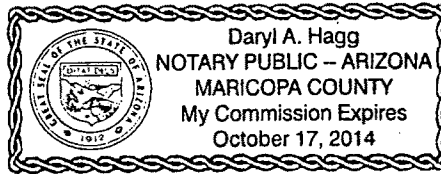
Title: General Counsel & Secretary

ASSIGNOR'S JURAT

STATE OF ARIZONA)
) ss.
COUNTY OF MARICOPA)

Subscribed and sworn to before me on this 22nd day of July, 2013, by **Deborah J. DePaoli**, 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 & Secretary** of Assignor and that she signed this document on behalf of Assignor.

Daryl A. Hagg
NOTARY



ASSIGNEE'S JURAT

STATE OF ARIZONA)
) ss.
COUNTY OF MARICOPA)

Subscribed and sworn to before me on this 22nd day of July, 2013, by **Deborah J. DePaoli**, 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 **General Counsel & Secretary** of Assignee and that she signed this document on behalf of Assignee.

Daryl A. Hagg
NOTARY

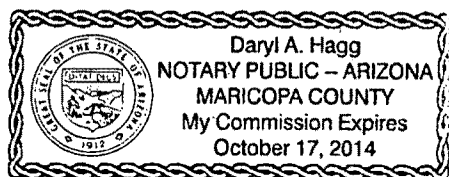


EXHIBIT "A"

SCHEDULE OF TRADEMARKS

| <u>Mark</u> | <u>Reg. No.</u> | <u>Issue Date</u> |
|------------------|-----------------|-------------------|
| THE BECKER GROUP | 1305250 | 11/13/1984 |