

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Release of Security Interest Reel/Frame 4856/0018		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
General Electric Capital Corporation		10/03/2013	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Penton Business Media Holdings, Inc.		
Street Address:	1209 Orange Street		
City:	Wilmington		
State/Country:	DELAWARE		
Postal Code:	19801		
Entity Type:	CORPORATION: DELAWARE		
Name:	Penton Media, Inc.		
Street Address:	1209 Orange Street		
City:	Wilmington		
State/Country:	DELAWARE		
Postal Code:	19801		
Entity Type:	CORPORATION: DELAWARE		
Name:	Penton Business Media, Inc.		
Street Address:	1209 Orange Street		
City:	Wilmington		
State/Country:	DELAWARE		
Postal Code:	19801		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 12			
Property Type	Number	Word Mark	
Registration Number:	4135481	ELISTENING	
Registration Number:	4127748	INGREDIENT INTELLIGENCE MONOGRAPH	

TRADEMARK

Serial Number:	85675089	NFM
Registration Number:	4163726	NINE LIVES MEDIA INC.
Registration Number:	4140603	NUTRACON
Registration Number:	4163771	SOURCE ESB
Registration Number:	4151833	SUPPLYEXPO
Registration Number:	4163727	TALKIN' CLOUD
Registration Number:	4139217	THE INDEPENDENT
Registration Number:	4185096	THE OFFICIAL TRACTOR BLUE BOOK
Registration Number:	4160371	THE VAR GUY
Registration Number:	4175635	UED

CORRESPONDENCE DATA

Fax Number: 3026365454

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

Phone: 800-927-9801 x 62348

Email: jpaterso@cscinfo.com

Correspondent Name: Corporation Service Company

Address Line 1: 1090 Vermont Avenue NW, Suite 430

Address Line 4: Washington, DISTRICT OF COLUMBIA 20005

ATTORNEY DOCKET NUMBER:	833557-5
NAME OF SUBMITTER:	Jean Paterson
Signature:	/jep/
Date:	10/03/2013

Total Attachments: 7

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**RECORDATION FORM COVER SHEET
TRADEMARKS ONLY**

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies):

General Electric Capital Corporation

- ☐ Individual(s) ☐ Association
☐ Partnership ☐ Limited Partnership
☒ Corporation- State: DE
☐ Other _____

Citizenship (see guidelines) USA

Additional names of conveying parties attached? ☐ Yes ☒ No

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

Execution Date(s) October 3, 2013

- ☐ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☒ Other Release of Security Interest of Reel/Frame 4856/0018

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? ☒ Yes ☐ No

Name: Penton Business Media Holdings, Inc.

Street Address: 1209 Orange Street

City: Wilmington

State: DE

Country: USA Zip: 19801

- ☐ Individual(s) Citizenship _____
☐ Association Citizenship _____
☐ Partnership Citizenship _____
☐ Limited Partnership Citizenship _____
☒ Corporation Citizenship USA - DE
☐ 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

See Schedule B

B. Trademark Registration No.(s)

See Schedule B

Additional sheet(s) attached? ☒ Yes ☐ No

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

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

Name: Elaine Carrera, Legal Assistant

Internal Address: _____

Street Address: c/o Cahill Gordon & Reindel LLP
80 Pine Street

City: New York

State: NY Zip: 10005

Phone Number: (212) 701-3365

Docket Number: _____

Email Address: ecarrera@cahill.com

6. Total number of applications and registrations involved:

12

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

\$ _____

- ☐ Authorized to be charged to deposit account
☐ Enclosed

8. Payment Information:

Deposit Account Number _____

Authorized User Name _____

9. Signature:

Elaine Carrera
Signature

October 3, 2013

Date

Elaine Carrera

Name of Person Signing

Total number of pages including cover sheet, attachments, and document: 7

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:
Mail Stop Assignment Recordation Branch, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

**TRADEMARK
REEL: 005124 FRAME: 0055**

Addendum to Cover Page of Trademarks Form Cover Sheet

1. Name and address of receiving party(ies)

Penton Media, Inc., a Delaware Corporation
Citizenship – USA – DE
1209 Orange Street
Wilmington, DE 19801

Penton Business Media, Inc., a Delaware Corporation
Citizenship – USA – DE
1209 Orange Street
Wilmington, DE 19801

**RELEASE OF SECURITY INTEREST
IN UNITED STATES TRADEMARKS (REEL 4856/FRAME 0018)**

This release of security interest in United States trademarks (this "Release"), effective as of October 3, 2013, is granted by GENERAL ELECTRIC CAPITAL CORPORATION (the "Grantee"), in its capacity as the Administrative Agent (as such term is defined in that certain Amended and Restated Collateral Agreement, dated as of March 10, 2010, by and among PENTON BUSINESS MEDIA HOLDINGS, INC., PENTON MEDIA, INC., PENTON BUSINESS MEDIA, INC. and other grantors from time to time party thereto and the Grantee, as amended, modified, restated, supplemented or otherwise modified from time to time, the "Collateral Agreement") for the Secured Parties (as defined in the Collateral Agreement) to PENTON BUSINESS MEDIA, INC. and PENTON MEDIA, INC. (the "Grantors"); as follows:

W I T N E S S E T H:

WHEREAS, reference is made to that certain Amended and Restated Credit Agreement dated as of March 10, 2010, (as the same may be modified from time to time, the "Credit Agreement") among Penton Media, Inc., Penton Business Media, Inc., Penton Business Media Holdings, Inc., the subsidiary loan parties, the Lenders from time to time party thereto and the Grantee as administrative agent;

WHEREAS, each Grantor has heretofore granted to the Grantee a security interest in (i) all trademarks, service marks, corporate names, trade names, company names, business names, fictitious business names, trade styles, trade dress, logos, other source or business identifiers, designs and general intangibles of like nature, all registrations and recordings thereof, and all registration and recording applications filed in connection therewith, including registrations and registration applications in the United States Patent and Trademark Office (or any successor office) or any similar offices in any State of the United States or any other country or any political subdivision thereof and all renewals thereof, including without limitation those set forth on Schedule A attached hereto and (ii) all goodwill associated therewith or symbolized thereby (the "Trademark Collateral") to secure the satisfactory performance and payment of all the Obligations (as defined in the Collateral Agreement), which security interest was recorded on September 5, 2012, at Trademark Reel 4856, Frame 0018 in the United States Patent and Trademark Office ("USPTO"); and

WHEREAS, the Grantee wishes to release and restore all right, title and interest in and to the Trademark Collateral to the applicable Grantors and to dissolve any and all liens and encumbrances respecting the Trademark Collateral under the Collateral Agreement and that certain Intellectual Property Security Agreement, dated August 20, 2012, between the Grantors and the Grantee.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, the Grantee hereby, without recourse and without representation or warranty of any kind (either express or implied), releases, discharges, quit claims, and relinquishes unto the Grantors any and all right, title, and interest in and to the Trademark Collateral. The Grantee hereby agrees to provide the Grantors with any information and additional authorization reasonably requested by the Grantors that is reasonably necessary to effect the release of the

Grantee's security interest in the Trademark Collateral. This release shall be binding upon the Grantee's legal representatives, assigns and successors.

-SIGNATURE PAGE FOLLOWS-

IN WITNESS WHEREOF, the undersigned has caused this Release to be
duly executed as of the date first written above.

GENERAL ELECTRIC CAPITAL
CORPORATION, as Administrative Agent

By: 
Name: ANDY WELICKY
Title: Duly Authorized Signatory

[Signature Page to Trademark Release]

TRADEMARK
REEL: 005124 FRAME: 0059

SCHEDULE A

Trademarks

SCHEDULE B – TRADEMARKS

COUNTRY	REFERENCE#	FILED	APPL#	REGDT	REG#	STATUS	CLASSES
eLISTENING							
UNITED STATES	P0912.0081	9/9/2011	85/418,777	5/1/2012	4,135,481	REGISTERED	35,42
Ingredient Intelligence Monograph							
UNITED STATES	P0912.0069	2/17/2011	85/244,932	4/17/2012	4,127,748	REGISTERED	35,41
NFM							
UNITED STATES	P0912.0093	7/12/2012	85/675,089			PENDING	16,41
NINE LIVES MEDIA INC.							
UNITED STATES	P0912.0080	8/31/2011	85/411,803	6/26/2012	4,163,726	REGISTERED	35,41
NUTRACON							
UNITED STATES	P0912.0045	6/17/2009	77/761,550	5/15/2012	4,140,603	REGISTERED	41
SOURCE ESB							
UNITED STATES	P0522.0503	9/13/2011	85/421,050	6/26/2012	4,163,771	REGISTERED	16,35
SUPPLYEXPO							
UNITED STATES	P0912.0053	4/15/2010	85/014,608	5/29/2012	4,151,833	REGISTERED	41
TALKIN' CLOUD							
UNITED STATES	P0912.0079	8/31/2011	85/411,808	6/26/2012	4,163,727	REGISTERED	41,42
THE INDEPENDENT							
UNITED STATES	P0522.0504	10/7/2011	85/441,665	5/8/2012	4,139,217	REGISTERED	41
THE OFFICIAL TRACTOR BLUE BOOK							
UNITED STATES	P0522.0479	5/31/2011	85/333,981	8/7/2012	4,185,096	REGISTERED	16
THE VAR GUY							
UNITED STATES	P0912.0078	8/31/2011	85/411,806	6/19/2012	4,160,371	REGISTERED	41,42
UED							
UNITED STATES	P0912.0092	12/5/2011	85/487,053	7/17/2012	4,175,635	REGISTERED	35