

## TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Release of Security Interest Reel 5012 Frame 0782		
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: 56			
Property Type	Number	Word Mark	
Serial Number:	85643795	BEEFVET	
Registration Number:	4193698	CLUB INDUSTRY.COM	

CH \$1415.00 85643795

Registration Number:	4226542	ENGREDEA
Registration Number:	4189761	ENGREDEA
Registration Number:	4230696	ENGREDEA INGREDIENTS AND INNOVATION
Registration Number:	4270682	GOVPRO
Registration Number:	4216586	MSPMENTOR
Serial Number:	85752396	NATION'S RESTAURANT NEWS CONSUMER PICKS
Registration Number:	4220890	NBJ
Serial Number:	85724803	REP.
Serial Number:	85798742	SN
Serial Number:	85724807	TRUSTS & ESTATES
Registration Number:	4193723	USED EQUIPMENT DIRECTORY
Serial Number:	85724804	WEALTHMANAGEMENT.COM
Serial Number:	85817941	WILDFIRE
Registration Number:	2380649	AMERICAN AGRICULTURIST
Registration Number:	1706022	BEEF PRODUCER
Registration Number:	887524	CALIFORNIA FARMER
Registration Number:	2916802	CAROLINA-VIRGINIA FARMER
Registration Number:	1232695	FARM FUTURES
Registration Number:	3882926	FARM FUTURES DAILY
Registration Number:	708523	FARM PROGRESS
Registration Number:	3879938	FARM PROGRESS AMERICA
Registration Number:	2533810	FARM PROGRESS HAY EXPO
Registration Number:	1233572	FARM TAX SAVER
Registration Number:	1053920	FEED ADDITIVE COMPENDIUM
Registration Number:	2538257	FEEDSTUFFS
Registration Number:	1194518	HOG PRODUCER
Registration Number:	1111459	HUSKER HARVEST DAYS
Registration Number:	1320639	INDIANA PRAIRIE FARMER
Registration Number:	727256	KANSAS FARMER
Registration Number:	3886465	MASTER FARMER AWARD
Registration Number:	1604592	MICHIGAN FARMER
Registration Number:	1914186	MID-SOUTH FARMER
Registration Number:	1769531	MINNESOTA FARMER
Registration Number:	729480	MISSOURI RURALIST
Registration Number:	1603700	NEBRASKA FARMER

	2563196	NEW YORK FARM SHOW
Registration Number:	1609741	OHIO FARMER
Registration Number:	557269	PRAIRIE FARMER
Registration Number:	3656272	RURALLIFE
Registration Number:	2920190	SOUTHERN FARMER
Registration Number:	4201032	TACK 'N TOGS
Registration Number:	1047255	TACK 'N TOGS MERCHANDISING
Registration Number:	1685839	THE DAIRY PRODUCER
Registration Number:	1361860	THE FARMER
Registration Number:	2784911	THE FARMER - STOCKMAN
Registration Number:	1865402	THE FARMER-STOCKMAN SHOW
Registration Number:	212966	THE WISCONSIN FARMER
Registration Number:	1762207	USAGRICULTURE
Registration Number:	4156902	USAGRICULTURE BRANDFILE
Registration Number:	4145642	USAGRICULTURE MASTERFILE
Registration Number:	854646	WALLACES FARMER
Registration Number:	2561324	WESTERN FARMER-STOCKMAN
Registration Number:	4114570	WISCONSIN AGRICULTURIST
Registration Number:	699841	WISCONSIN AGRICULTURIST AMERICA'S DAIRYL

#### 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:	833557-10
NAME OF SUBMITTER:	Jean Paterson
Signature:	/jep/
Date:	10/03/2013

Total Attachments: 9

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**TRADEMARK**  
**REEL: 005124 FRAME: 0087**

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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 5012/0782

**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:**

56

**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: 9

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: 0089**

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 5012/FRAME 0782)**

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 April 24, 2013, at Trademark Reel 5012, Frame 0791-0793 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 January 28, 2013, 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

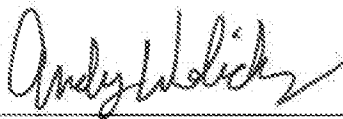
Grantee's security interest in the Trademark Collateral. This release shall be binding upon the Grantee's legal representatives, assigns and successors.

-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: 0093

**SCHEDULE A**

Trademarks

# SCHEDULE B - TRADEMARKS

	REFERENCE#	FILED	APPL#	REGDT	REG#	STATUS	CLASSES
<b>BEEFVET</b>							
UNITED STATES	P0522.0508	6/5/2012	85/643,795			PENDING	16,41
<b>Club Industry.com</b>							
UNITED STATES	P0912.0089	12/1/2011	85/485,123	8/21/2012	4,193,698	REGISTERED	41
<b>ENGREDEA</b>							
UNITED STATES	P0912.0071	2/25/2011	85/251,451	10/16/2012	4,226,542	REGISTERED	41
UNITED STATES	P0912.0087	12/2/2011	85/485,676	8/14/2012	4,189,761	REGISTERED	35,41
<b>ENGREDEA INGREDIENTS AND INNOVATION</b>							
UNITED STATES	P0912.0070	2/25/2011	85/251,481	10/23/2012	4,230,696	REGISTERED	41
<b>GovPro</b>							
UNITED STATES	P0912.0082	10/6/2011	85/441,012	1/8/2013	4,270,682	REGISTERED	41
<b>MSPMENTOR</b>							
UNITED STATES	P0912.0077	8/31/2011	85/411,782	10/2/2012	4,216,586	REGISTERED	41,42
<b>NATION'S RESTAURANT NEWS CONSUMER PICKS</b>							
UNITED STATES	P0912.0094	10/12/2012	85/752,396			PENDING	35
<b>NBJ</b>							
UNITED STATES	P0912.0088	12/2/2011	85/485,575	10/9/2012	4,220,890	REGISTERED	16,41
<b>REP.</b>							
UNITED STATES	P0522.0510	9/10/2012	85/724,803			PENDING	16,41
<b>SN</b>							
UNITED STATES	P0522.0512	12/10/2012	85/798,742			PENDING	35,41
<b>TRUSTS &amp; ESTATES</b>							
UNITED STATES	P0522.0511	9/10/2012	85/724,807			PENDING	09,16,41
<b>USED EQUIPMENT DIRECTORY</b>							
UNITED STATES	P0912.0091	12/5/2011	85/486,911	8/21/2012	4,193,723	REGISTERED	35
<b>WEALTHMANAGEMENT.COM</b>							
UNITED STATES	P0522.0509	9/10/2012	85/724,804			PENDING	09,35,41
<b>WILDFIRE</b>							
UNITED STATES	P0522.0513	1/8/2013	85/817,941			PENDING	16,41

*Continued on following two pages*

# Trademark Registrations and Applications

COUNTRY	REFERENCE#	FILED	APPL#	REGDT	REG#	STATUS	CLASSES
<b>AMERICAN AGRICULTURIST</b>							
UNITED STATES	F0701.0001	1/11/1999	75/619,875	8/29/2000	2,380,649	REGISTERED	16
<b>BEEF PRODUCER</b>							
UNITED STATES	F0701.0002	11/7/1991	74/219,544	8/4/1992	1,706,022	REGISTERED	16
<b>CALIFORNIA FARMER</b>							
UNITED STATES	F0701.0003	7/10/1969	72/332,215	3/10/1970	887,524	REGISTERED	16
<b>CAROLINA-VIRGINIA FARMER</b>							
UNITED STATES	F0701.0004	3/12/2004	76/580,730	1/4/2005	2,916,802	REGISTERED	16
<b>FARM FUTURES</b>							
UNITED STATES	F0701.0005	9/14/1991	73/327,804	3/29/1993	1,232,695	REGISTERED	16
<b>FARM FUTURES DAILY</b>							
UNITED STATES	F0701.0006	4/14/2010	85/013,704	11/30/2010	3,882,926	REGISTERED	44
<b>FARM PROGRESS</b>							
UNITED STATES	F0701.0007	7/23/1959	72/076,303	12/13/1960	708,523	REGISTERED	35
<b>FARM PROGRESS AMERICA</b>							
UNITED STATES	F0701.0008	4/15/2010	85/014,550	11/23/2010	3,879,938	REGISTERED	41
<b>FARM PROGRESS HAY EXPO</b>							
UNITED STATES	F0701.0009	7/21/2000	76/093,234	1/29/2002	2,533,810	REGISTERED	35
<b>FARM TAX SAVER</b>							
UNITED STATES	F0701.0010	6/1/1982	73/367,522	4/5/1993	1,233,572	REGISTERED	16
<b>FEED ADDITIVE COMPENDIUM</b>							
UNITED STATES	F0701.0041	3/26/1976	73/081,617	12/7/1976	1,053,920	REGISTERED	16
<b>FEEDSTUFFS</b>							
UNITED STATES	F0701.0040	7/23/2001	76/288,079	2/12/2002	2,538,257	REGISTERED	16
<b>HOG PRODUCER</b>							
UNITED STATES	F0701.0011	4/28/1981	73/307,912	4/27/1982	1,194,518	REGISTERED	16
<b>HUSKER HARVEST DAYS</b>							
UNITED STATES	F0701.0012	9/29/1977	73/142,943	1/16/1979	1,111,459	REGISTERED	35
<b>INDIANA PRAIRIE FARMER</b>							
UNITED STATES	F0701.0013	3/12/1984	73/469,674	2/19/1985	1,320,639	REGISTERED	16
<b>KANSAS FARMER</b>							
UNITED STATES	F0701.0014	5/29/1961	72/120,989	2/6/1962	727,256	REGISTERED	16
<b>MASTER FARMER AWARD</b>							
UNITED STATES	F0701.0015	6/17/2010	85/065,235	12/7/2010	3,896,465	REGISTERED	35
<b>MICHIGAN FARMER</b>							
UNITED STATES	F0701.0016	9/5/1989	73/823,742	7/3/1990	1,804,592	REGISTERED	16
<b>MID-SOUTH FARMER</b>							
UNITED STATES	F0701.0017	1/10/1994	74/478,142	8/22/1995	1,914,186	REGISTERED	16
<b>MINNESOTA FARMER</b>							
UNITED STATES	F0701.0018	4/30/1992	74/270,708	5/4/1993	1,769,531	REGISTERED	16

**MISSOURI RURALIST**

UNITED STATES	F0701.0019	5/29/1961	72/120,988	4/3/1962	729,480	REGISTERED	16
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**NEBRASKA FARMER**

UNITED STATES	F0701.0020	8/25/1989	73/821,662	6/26/1990	1,803,700	REGISTERED	16
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**NEW YORK FARM SHOW**

UNITED STATES	F0701.0021	7/21/2000	76/093,233	4/23/2002	2,563,196	REGISTERED	35
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**OHIO FARMER**

UNITED STATES	F0701.0029	9/5/1989	73/823,593	8/14/1990	1,609,741	REGISTERED	16
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**PRAIRIE FARMER**

UNITED STATES	F0701.0022	9/14/1950	71/603,544	4/8/1952	557,269	REGISTERED	16
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**RURALLIFE**

UNITED STATES	F0701.0023	12/18/2008	76/694,898	7/21/2009	3,656,272	REGISTERED	16
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**SOUTHERN FARMER**

UNITED STATES	F0701.0024	4/2/2004	76/584,599	1/18/2005	2,920,190	REGISTERED	16
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**TACK 'N TOGS**

UNITED STATES	F0701.0038	7/28/2011	85/383,103	9/4/2012	4,201,032	REGISTERED	16
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**TACK 'N TOGS MERCHANDISING**

UNITED STATES	F0701.0039	2/4/1976	73/076,244	8/31/1976	1,047,255	REGISTERED	16
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**THE DAIRY PRODUCER**

UNITED STATES	F0701.0025	4/25/1991	74/160,633	5/5/1992	1,685,639	REGISTERED	16
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**THE FARMER**

UNITED STATES	F0701.0026	3/28/1985	73/529,379	9/24/1985	1,361,860	REGISTERED	16
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**THE FARMER - STOCKMAN**

UNITED STATES	F0701.0027	7/9/2002	76/428,364	11/18/2003	2,784,911	REGISTERED	16
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**THE FARMER-STOCKMAN SHOW**

UNITED STATES	F0701.0028	8/10/1992	74/302,316	11/29/1994	1,865,402	REGISTERED	35
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**THE WISCONSIN FARMER**

UNITED STATES	F0701.0030	12/26/1925	71/225,191	5/18/1926	212,966	REGISTERED	16
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**USAGRICULTURE**

UNITED STATES	F0701.0031	4/23/1992	74/268,404	3/30/1993	1,762,207	REGISTERED	16
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**USAGRICULTURE BRANDFILE**

UNITED STATES	F0701.0032	7/28/2011	85/383,232	6/12/2012	4,156,902	REGISTERED	35
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**USAGRICULTURE MASTERFILE**

UNITED STATES	F0701.0033	7/28/2011	85/383,666	5/22/2012	4,145,642	REGISTERED	35
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**WALLACES FARMER**

UNITED STATES	F0701.0034	5/5/1967	72/270,828	8/13/1968	854,646	REGISTERED	16
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**WESTERN FARMER-STOCKMAN**

UNITED STATES	F0701.0035	7/21/2000	76/093,998	4/16/2002	2,561,324	REGISTERED	16
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**WISCONSIN AGRICULTURIST**

UNITED STATES	F0701.0036	7/28/2011	85/383,469	3/20/2012	4,114,570	REGISTERED	16
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**WISCONSIN AGRICULTURIST AMERICA'S DAIRYLAND**

UNITED STATES	F0701.0037	7/31/1959	72/078,836	6/21/1960	699,841	REGISTERED	16
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