

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Release of Security Interest Frame/Reel 4762/0863		
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: 32			
Property Type	Number	Word Mark	
Registration Number:	4065448	AUTO INTERIORS	
Serial Number:	85485123	CLUB INDUSTRY.COM	

TRADEMARK

Registration Number:	4020791	CONVENIENCE RETAILING
Serial Number:	85418777	ELISTENING
Serial Number:	85485676	ENGREDEA
Registration Number:	4081654	ETV
Registration Number:	4117370	EYETRAFFIC MEDIA
Registration Number:	4088072	FLEETOWNER
Registration Number:	4052830	FUTURE OF WELLNESS
Registration Number:	4052832	FUTURE OF WELLNESS
Serial Number:	85441012	GOVPRO
Registration Number:	4116288	GROVE AND VEGETABLE
Registration Number:	4047835	HEALTHY BUSINESS SOLUTIONS
Registration Number:	4061780	HVAC-TALK
Registration Number:	4039950	MATERIAL HANDLING & LOGISTICS
Serial Number:	85411782	MSPMENTOR
Serial Number:	85485575	NBJ
Serial Number:	85411803	NINE LIVES MEDIA INC.
Registration Number:	4017977	NPI CENTER
Registration Number:	4022898	PENTON MARKETING SERVICES
Registration Number:	4022899	PENTON MARKETING SERVICES WE KNOW YOUR C
Registration Number:	4019019	PENTON ONLINE AUCTIONS
Serial Number:	85477750	RECREATIONAL VEHICLE BLUE BOOK
Registration Number:	4054096	SMART ENERGY PORTAL
Serial Number:	85421050	SOURCE ESB
Serial Number:	85411808	TALKIN' CLOUD
Serial Number:	85441665	THE INDEPENDENT
Serial Number:	85485067	THE NBJ SUMMIT
Serial Number:	85411806	THE VAR GUY
Serial Number:	85487053	UED
Serial Number:	85486911	USED EQUIPMENT DIRECTORY
Serial Number:	85543059	WEALTH MANAGEMENT LETTER

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

TRADEMARK
REEL: 005124 FRAME: 0197

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: 833557-20

NAME OF SUBMITTER: Jean Paterson

Signature: /jep/

Date: 10/03/2013

Total Attachments: 8

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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 4762/0863

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:

32

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:

8

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

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 4762, FRAME 0863)**

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 23, 2012, at Trademark Reel 4762, Frame 0863 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 April 4, 2012, between the Grantors and the Grantee.

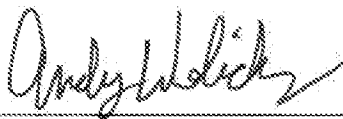
NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, the Grantee hereby, without recourse and without representation or warranty of any kind (either express or implied), releases, discharges, quit claims, and relinquishes unto the Grantors any and all right, 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: 0203

SCHEDULE A

Trademarks

SCHEDULE B – TRADEMARKS

COUNTRY	REFERENCE#	FILED	APPL#	REGDT	REG#	STATUS	CLASSES
AUTO INTERIORS							
UNITED STATES	P0522.0476	4/13/2010	85/012,988	12/6/2011	4,065,448	REGISTERED	41
Club Industry.com							
UNITED STATES	P0912.0089	12/1/2011	85/485,123			PENDING	41
CONVENIENCE RETAILING							
UNITED STATES	P0912.0054	8/25/2010	85/115,750	8/30/2011	4,020,791	REGISTERED	16,41
eLISTENING							
UNITED STATES	P0912.0081	9/9/2011	85/418,777			PENDING	35,42
ENGREDEA							
UNITED STATES	P0912.0087	12/2/2011	85/485,676			PENDING	35,41
ETV							
UNITED STATES	P0522.0471	10/12/2009	77/846,324	1/10/2012	4,081,654	REGISTERED	41
EYETRAFFIC MEDIA							
UNITED STATES	P0912.0073	3/25/2011	85/277,398	3/27/2012	4,117,370	REGISTERED	35,42
FLEETOWNER							
UNITED STATES	P0522.0481	7/28/2011	85/383,095	1/17/2012	4,088,072	REGISTERED	39,41
FUTURE OF WELLNESS							
UNITED STATES	P0912.0076	4/11/2011	85/291,357	11/8/2011	4,052,830	REGISTERED	16,41
UNITED STATES	P0912.0075	4/11/2011	85/291,373	11/8/2011	4,052,832	REGISTERED	16,41
GovPro							
UNITED STATES	P0912.0082	10/6/2011	85/441,012			PENDING	41
GROVE AND VEGETABLE							
UNITED STATES	P0522.0480	6/17/2011	85/349,138	3/20/2012	4,116,288	REGISTERED	16,41
Healthy Business Solutions							
UNITED STATES	P0912.0056	8/30/2010	85/119,050	11/1/2011	4,047,835	REGISTERED	35,41
HVAC-Talk							
UNITED STATES	P0912.0023	11/19/2007	77/333,066	11/29/2011	4,061,780	REGISTERED	38,41
Material Handling & Logistics							
UNITED STATES	P0912.0059	11/22/2010	85/182,444	10/11/2011	4,039,950	REGISTERED	16,41
MSPMENTOR							
UNITED STATES	P0912.0077	8/31/2011	85/411,782	PENDING	41,42		
NBJ							
UNITED STATES	P0912.0088	12/2/2011	85/485,575			PENDING	15,41
NINE LIVES MEDIA INC.							
UNITED STATES	P0912.0080	8/31/2011	85/411,803	PENDING	35,41		
NPI Center							
UNITED STATES	P0912.0052	4/15/2010	85/014,587	8/30/2011	4,017,977	REGISTERED	35,41
Penton Marketing Services							
UNITED STATES	P0912.0074	3/25/2011	85/276,720	9/6/2011	4,022,898	REGISTERED	35,42

Penton Marketing Services We Know Your Customers Powered by eyetraffic							
UNITED STATES	P0912.0072	3/25/2011	85/277,519	9/6/2011	4,022,899	REGISTERED	35,42
Penton Online Auctions							
UNITED STATES	P0912.0068	1/31/2011	85/230,197	8/30/2011	4,019,019	REGISTERED	35
RECREATIONAL VEHICLE BLUE BOOK							
UNITED STATES	P0522.0505	11/21/2011	85/477,750			PENDING	41
SMART ENERGY PORTAL							
UNITED STATES	P0522.0478	1/6/2011	85/211,691	11/8/2011	4,054,096	REGISTERED	36,41
SOURCE ESB							
UNITED STATES	P0522.0503	9/13/2011	85/421,050			PENDING	36,35
TALKIN' CLOUD							
UNITED STATES	P0912.0079	8/31/2011	85/411,808	PENDING	41,42		
THE INDEPENDENT							
UNITED STATES	P0522.0504	10/7/2011	85/441,665			PENDING	41
The NBJ Summit							
UNITED STATES	P0912.0090	12/1/2011	85/485,067			PENDING	41
THE VAR GUY							
UNITED STATES	P0912.0078	8/31/2011	85/411,806	PENDING	41,42		
UED							
UNITED STATES	P0912.0092	12/5/2011	85/487,053	PENDING	35		
USED EQUIPMENT DIRECTORY							
UNITED STATES	P0912.0091	12/5/2011	85/486,911	PENDING	35		
WEALTH MANAGEMENT LETTER							
UNITED STATES	P0522.0506	2/15/2012	85/543,059			PENDING	41