

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Mid-America Expositions, Inc.		12/30/2013	CORPORATION: MISSOURI
RECEIVING PARTY DATA			
Name:	Marketplace Events LLC		
Street Address:	31105 Bainbridge Road, Suite 3		
City:	Solon		
State/Country:	OHIO		
Postal Code:	44139		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	86095284	HOLIDAY BOUTIQUE	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	212.360.2307		
Email:	docketing@kellyweinerlaw.com		
Correspondent Name:	Kelly M. Weiner		
Address Line 1:	175 Varick Street		
Address Line 4:	New York, NEW YORK 10014		
ATTORNEY DOCKET NUMBER:	0011-0248		
NAME OF SUBMITTER:	Kelly M. Weiner		
Signature:	/kellymweiner/		
Date:	01/07/2014		
Total Attachments: 1 source=holidat trademark assign for kelly#page1.tif			

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TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement (the "Agreement") is effective and entered into as of December 30, 2013 (the "Effective Date"), by and between Mid-America Expositions, Inc. ("Assignor") and Marketplace Events LLC ("Assignee").


WHEREAS, Assignor is the record owner of and has certain right, title, and interest in, to and under the trademark HOLIDAY BOUTIQUE, the subject of Serial Application No. 86.095/284 (the "Trademark").

WHEREAS, Assignee is desirous of acquiring all of Assignor's right, title and interest in and to the Trademark.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all of Assignor's right, title and interest in and to the Trademark, including, but not limited to, all use and registration rights with respect to the Trademark and all the goodwill of the business associated therewith.

IN WITNESS WHEREOF, Assignor and Assignee each have caused this Agreement to be executed by its respective duly authorized representative.

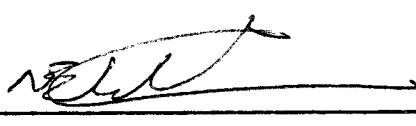
MID-AMERICA EXPOSITIONS, INC.



By:

Title: *VP*

MARKETPLACE EVENTS LLC



By:

Title: *CEO & SECRETARY*