

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
	UBM LLC		01/01/2014	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA				
Name:	KABLE BUSINESS INTELLIGENCE LIMITED			
Street Address:	John Carpenter Street			
Internal Address:	John Carpenter House			
City:	London			
State/Country:	UNITED KINGDOM			
Postal Code:	EC4Y 0AN			
Entity Type:	PRIVATE LIMITED COMPANY: UNITED KINGDOM			
PROPERTY NUMBERS Total: 1				
	Property Type	Number	Word Mark	
	Registration Number:	3778620	PYRAMID RESEARCH	
CORRESPONDENCE DATA				
Fax Number:	9735972400			
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	973-597-2500			
Email:	lstrademark@lowenstein.com			
Correspondent Name:	Lawrence A. Weinstein, Esq.			
Address Line 1:	65 Livingston Avenue			
Address Line 4:	Roseland, NEW JERSEY 07068-1791			
ATTORNEY DOCKET NUMBER:	29019.2			
DOMESTIC REPRESENTATIVE				
Name:				

CH \$40.00 3778620

Address Line 1:
Address Line 2:
Address Line 3:
Address Line 4:

NAME OF SUBMITTER:	Lawrence A. Weinstein, Esq.
Signature:	/Lawrence A. Weinstein/
Date:	03/03/2014

Total Attachments: 4

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TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (this "Assignment") is entered into and effective as of ~~January~~, 2014, (the "Effective Date") by UBM LLC, a Delaware limited liability company and whose principal place of business is 600 Community Drive, Manhasset, NY 11030 United States ("Assignor"), for the benefit of KABLE BUSINESS INTELLIGENCE LIMITED, a company registered in England and Wales with company no. 04325740 and whose registered office is at John Carpenter House, John Carpenter Street, London EC4Y 0AN ("Assignee"). All capitalized terms used herein but not otherwise defined shall have the meanings given them in the Purchase Agreement (as defined below).

WHEREAS, the Assignor and the Assignee have entered into a certain Business and Asset Sale Agreement, by and among the Assignor, the Assignee and the other parties thereto, dated as of 10 December, 2013 (the "Purchase Agreement"); and

WHEREAS, pursuant to the Purchase Agreement, the Assignor has agreed to transfer and assign to the Assignee all of the Assignor's right, title and interest in and to the Assignor's registered and unregistered trademarks set forth on the attached Schedule A hereto (collectively, the "Marks").

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, and pursuant to the Purchase Agreement, the parties hereto hereby agree as follows:

1. The Assignor hereby irrevocably assigns to the Assignee: (i) all of the Assignor's right, title, and interest in and to the Marks, together with the goodwill related thereto; and (ii) any and all legal actions and rights and remedies at law or in equity for past infringements, misappropriations, or other violations of the Marks, including the right to sue for, collect, and retain all damages, proceeds, and all other remedies associated therewith. Assignor agrees to give Assignee and/or any person designated by Assignee all reasonable assistance that may be required to perfect the rights granted herein.
2. The Assignor authorizes and requests the Commissioner of Patents and Trademarks of the United States to record the Assignee as the assignee and owner of any and all of the Assignor's rights in the Marks.
3. All of the terms and provisions of this Assignment shall inure to the benefit of and be binding upon the parties hereto and their respective executors, heirs, personal representatives, successors and assigns.
4. No provision of this Assignment is intended to confer upon any person other than the parties hereto and their respective executors, heirs, personal representatives, successors and assigns any rights or remedies hereunder.

5. This Assignment may be amended or modified only by a written instrument signed by the Assignor and the Assignee.

6. Nothing in this Assignment is intended to supersede, amend, rescind, waive, expand, or in any other way affect the parties' representations, warranties, covenants or agreements in the Purchase Agreement or Deed of Assignment of Intellectual Property Rights executed in connection therewith (collectively the "Agreements"). The Agreements are incorporated herein by reference, and shall control in the event of any conflict with the terms of this Assignment.

[Signature page follows.]

IN WITNESS WHEREOF, the Assignor has duly executed this Assignment as of the date first written above.

UBM LLC

By: Annmarie Mackelley
Name: Annmarie Mackelley
Title: Vice President + Secretary

STATE OF New York)
COUNTY OF Bronx)

On this 14 day of December, 2013, before me personally appeared Annmarie Mackelley known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacities, and that by his signature on the instrument the entities upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal

Miriam Morales
NOTARY PUBLIC

My commission expires: 2/8/2014

MIRIAM MORALES
NOTARY PUBLIC-STATE OF NEW YORK
No. 01MO6217402
Qualified in Bronx County
My Commission Expires February 08, 2014.

SCHEDULE A

Marks

Registered Marks:	Registration Date	Registered Number	Reg Contact Company Name
PYRAMID RESEARCH Pyramid Research	20 April 2010	USA Trade Mark 3778620	United Business Media LLC

Unregistered Marks:



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