

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM316712

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
AC BUSINESS MEDIA INC.		08/11/2014	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Associated Bank, National Association		
Street Address:	330 East Kilbourn Avenue		
City:	Milwaukee		
State/Country:	WISCONSIN		
Postal Code:	53202		
Entity Type:	National Association: UNITED STATES		
PROPERTY NUMBERS Total: 14			
Property Type	Number	Word Mark	
Registration Number:	3257346	CONCRETE CONTRACTOR	
Registration Number:	2282281	CONSTRUCTION DISTRIBUTION	
Registration Number:	4149639	EQUIPMENT TODAY	
Registration Number:	3003478	FOOD LOGISTICS	
Registration Number:	4156066	FORCONSTRUCTIONPROS.COM	
Registration Number:	4074213	OEM OFF-HIGHWAY	
Registration Number:	3605584	PAVEMENT MAINTENANCE & RECONSTRUCTION	
Registration Number:	4239523	POLISHING CONTRACTOR	
Registration Number:	1843947	RENTAL PRODUCT NEWS	
Serial Number:	86329553	RENTAL PRODUCT NEWS INSIDE	
Registration Number:	2915355	SUPPLY & DEMAND CHAIN EXECUTIVE	
Registration Number:	3748214	SUSTAINABILITY CONCEPTS	
Registration Number:	4239544	SUSTAINABLE CONSTRUCTION	
Registration Number:	2198325	THE ASPHALT CONTRACTOR	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	414-298-1000		
Email:	tadmin@reinhardt.com		
TRADEMARK			

CH \$365.00 3257346

Correspondent Name: Daniel E. Kattman
Address Line 1: 1000 N Water St.
Address Line 2: Suite 1900
Address Line 4: Milwaukee, WISCONSIN 53202

ATTORNEY DOCKET NUMBER: 13583-0007

NAME OF SUBMITTER: DANIEL E. KATTMAN

SIGNATURE: /dek/

DATE SIGNED: 09/11/2014

Total Attachments: 5

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**GRANT OF SECURITY INTEREST
IN UNITED STATES TRADEMARKS**

August 11, 2014

WHEREAS, AC BUSINESS MEDIA INC., a Delaware corporation (the "Grantor"), having its chief executive office at 1233 Janesville Avenue, Fort Atkinson, WI 53538, is the owner of all right, title and interest in and to certain United States trademarks and associated United States trademark registrations and applications for registration;

WHEREAS, Associated Bank, National Association, having offices at 330 East Kilbourn Avenue, Milwaukee, WI 54202 (the "Bank") desires to acquire a security interest in the Grantor's trademarks and trademark registrations and applications therefor and other collateral as described below; and

WHEREAS, the Grantor is willing to grant to the Bank a security interest in and lien upon the Grantor's trademarks and trademark registrations and applications therefor and other collateral, as more fully described below.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, and subject to the terms and conditions of the Security Agreement dated as of the date hereof, by and between the Grantor and the Bank (as amended, restated, supplemented or otherwise modified from time to time, the "Security Agreement"), the Grantor hereby grants to the Bank a continuing security interest in all of the Grantor's right, title and interest in and to the following, whether now or hereafter existing, arising or acquired:

(a) all trademarks, trade names, corporate names, company names, business names, fictitious business names, trade styles, service marks, certification marks, collective marks, logos, other source of business identifiers, prints and labels on which any of the foregoing have appeared or appear, designs and general intangibles of a like nature (each of the foregoing, a "Trademark"), all registrations and all applications in connection therewith, whether pending or in preparation for filing, including all common law rights in the Trademark and registrations and applications in the United States Patent and Trademark Office or in any office or agency of the United States of America or any State thereof or any foreign country, including without limitation those listed on Schedule A (provided that no security interest shall be granted in U.S. intent-to-use trademark applications to the extent that, and solely during the period in which, the grant of a security interest therein would impair the validity or enforceability of such intent-to-use trademark application under applicable federal law);

(b) all Trademark licenses;

(c) all reissues, extensions or renewals of any item described in clause (a) or (b);

(d) all of the goodwill of the business connected with the use of, and symbolized by, any item described in clause (a) or (b); and

(e) all proceeds of, and rights associated with, the foregoing, including without limitation any claim by the Grantor against third parties for past, present or future infringement

or dilution of any Trademark, Trademark registration or Trademark license, including without limitation any Trademark, Trademark registration or Trademark license referred to in Schedule A, or for any injury to the goodwill associated with the use of any Trademark or for breach or enforcement of any Trademark license.

THIS GRANT OF SECURITY INTEREST IN UNITED STATES TRADEMARKS (this "Agreement") is made to secure the satisfactory performance and payment of all present and future obligations of the Grantor to the Bank and its successors and assigns. Upon request of the Grantor when all obligations have been finally paid in full and all commitments of the Bank have been terminated, the Bank shall execute, acknowledge and deliver to the Grantor an instrument in writing releasing the security interest acquired under this Agreement; provided, that if at any time any part of any payment theretofore applied by the Bank to any such obligation is or must be rescinded or returned by the Bank for any reason whatsoever (including without limitation the insolvency, bankruptcy or reorganization of the Grantor), such obligations shall, for the purposes of this Agreement, to the extent that such payment is or must be rescinded or returned, be deemed to have continued in existence, notwithstanding such application by the Bank, and this Agreement and the security interest granted herein shall continue to be effective or be reinstated, as the case may be, as to such obligations, all as though such application by the Bank had not been made and such release had not been executed.

This security interest has been made in conjunction with the security interest granted to the Bank under the Security Agreement, the terms and provisions of which are incorporated herein by reference. The rights and remedies of the Bank with respect to the security interest granted herein are expressly subject to the terms and conditions of the Security Agreement and do not create any additional rights or obligations for any party. If any provision of this Agreement conflicts with the Security Agreement, the provisions of the Security Agreement shall govern.

[remainder of page intentionally left blank; signature page follows]

IN WITNESS WHEREOF, the undersigned have executed this Agreement as of the date first written above.

GRANTOR:

AC BUSINESS MEDIA INC.

By: [Signature]
Name: Carl Wistreich
Title: CEO

BANK:

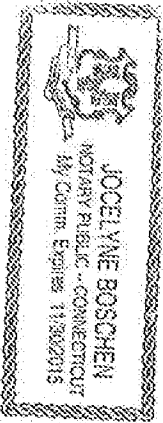
ASSOCIATED BANK, NATIONAL ASSOCIATION

By: _____
Name: Viktor R. Gottlieb
Title: Vice President

STATE OF Connecticut
) ss.: Westport
COUNTY OF Fairfield)

On this 6th day of August, 2014 before me personally came Carl Wistreich who, being by me duly sworn, did state as follows: that he is CEO of the Grantor, that he is authorized to execute the foregoing Security Interest on behalf of said corporation and that he did so by authority of the Board of Directors of said company.

[Signature]
Notary Public



STATE OF WISCONSIN)
) ss.:
COUNTY OF MILWAUKEE)

On this _____ day of August, 2014 before me personally came Viktor R. Gottlieb who, being by me duly sworn, did state as follows: that he is a Vice President of Associated Bank, National Association, that he is authorized to execute the foregoing Security Interest on behalf of said corporation and that he did so by authority of the Board of Directors of said corporation.

Notary Public

IN WITNESS WHEREOF, the undersigned have executed this Agreement as of the date first written above.

GRANTOR:

AC BUSINESS MEDIA INC.

By: _____
 Name: _____
 Title: _____

BANK:

ASSOCIATED BANK, NATIONAL ASSOCIATION

By:  _____
 Name: Viktor R. Gottlieb
 Title: Vice President

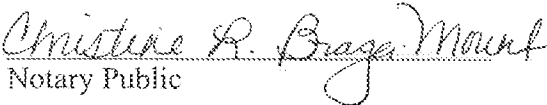
STATE OF)
) ss.)
 COUNTY OF)

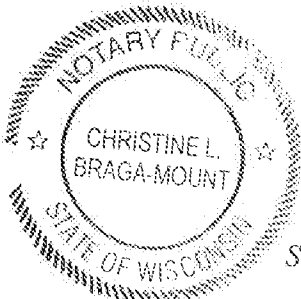
On this 7th day of August, 2014 before me personally came _____ who, being by me duly sworn, did state as follows: that he is _____ of the Grantor, that he is authorized to execute the foregoing Security Interest on behalf of said corporation and that he did so by authority of the Board of Directors of said company.

 Notary Public

STATE OF WISCONSIN)
) ss.)
 COUNTY OF MILWAUKEE)

On this 7th day of August, 2014 before me personally came Viktor R. Gottlieb who, being by me duly sworn, did state as follows: that he is a Vice President of Associated Bank, National Association, that he is authorized to execute the foregoing Security Interest on behalf of said corporation and that he did so by authority of the Board of Directors of said corporation.

 _____
 Notary Public



Signature Page to Grant of Security Interest in United States Trademarks

TRADEMARK
REEL: 005361 FRAME: 0049

SCHEDULE A

Client/ Matter No.	Country	Trademark	Owner	Application No.	Filing date	RegNumber	RegDate	Class	Trademark Status	Renewal Date
522379-0362870	US	CONCRETE CONTRACTOR	CYGNUS BUSINESS MEDIA, INC.	76/888889	30-May-06	3257346	26-Jun-07	16	Registered	26-Jun-17
522379-0326681	US	CONSTRUCTION DISTRIBUTION	CYGNUS BUSINESS MEDIA, INC.	75/477593	01-May-06	2382281	28-Sep-09	16	Registered	28-Sep-19
522379-0399516	US	EQUIPMENT TODAY	CYGNUS BUSINESS MEDIA, INC.	85/434501	28-Sep-11	4149659	29-May-12	16	Registered	29-May-18
522379-0328632	US	FOOD LOGISTICS	CYGNUS BUSINESS MEDIA, INC.	76/608843	26-Aug-04	3003478	04-Oct-06	16	Registered	04-Oct-15
522379-0402679	US	FORCONSTRUCTIONPROFS.COM	CYGNUS BUSINESS MEDIA, INC.	85/808251	05-Jan-12	4158066	05-Jun-12	37	Registered	05-Jun-18
522379-0395656	US	OEM OFF-HIGHWAY	CYGNUS BUSINESS MEDIA, INC.	85/324109	18-May-11	4074213	20-Dec-11	16	Registered	20-Dec-17
522379-0372470	US	PAVEMENT MAINTENANCE & RECONSTRUCTION	CYGNUS BUSINESS MEDIA, INC.	77/555319	26-Aug-08	3605584	14-Apr-09	16	Registered	14-Apr-13
522379-0408144	US	POLISHING CONTRACTOR	CYGNUS BUSINESS MEDIA, INC.	85/832825	23-May-12	4239523	06-Nov-12	16	Registered	06-Nov-18
522379-0326675	US	RENTAL PRODUCT NEWS	CYGNUS BUSINESS MEDIA, INC.	74/319887	02-Oct-02	1843947	05-Jul-04	16	Registered	05-Jul-14
522379-0433137	US	RENTAL PRODUCT NEWS INSIGHT	CYGNUS BUSINESS MEDIA, INC.	86/529553	07-Jul-14			16	Pending	
522379-0328581	US	SUPPLY & DEMAND CHAIN EXECUTIVE	CYGNUS BUSINESS MEDIA, INC.	76/541833	25-Aug-03	2815355	28-Dec-04	16	Registered	28-Dec-14
522379-0372106	US	SUSTAINABILITY CONCEPTS	CYGNUS BUSINESS MEDIA, INC.	77/615473	07-Jul-06	3748214	16-Feb-10	16	Registered	16-Feb-16
522379-0412635	US	SUSTAINABLE CONSTRUCTION	CYGNUS BUSINESS MEDIA, INC.	85/668672	27-Jul-12	4239544	08-Nov-12	16	Registered	08-Nov-18
522379-0325586	US	THE ASPHALT CONTRACTOR	CYGNUS BUSINESS MEDIA, INC.	75/353947	26-Sep-07	2196325	20-Oct-08	16	Registered	20-Oct-18