

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM354753

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
BB&T Capital Partners Mezzanine Fund II, LP		09/08/2015	LIMITED PARTNERSHIP: DELAWARE
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: 3			
Property Type	Number	Word Mark	
Serial Number:	86464070	AIMEXPO CHAMPIONSHIP OF THE AMERICAS	
Registration Number:	4412226	AIMEXPO	
Registration Number:	4506639	AIMEXPO AMERICAN INTERNATIONAL MOTORCYCL	
CORRESPONDENCE DATA			
Fax Number:	5013751309		
<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:	5013770417		
Email:	kperkins@roselawfirm.com		
Correspondent Name:	Kathryn Bennett Perkins		
Address Line 1:	120 East Fourth Street		
Address Line 4:	Little Rock, ARKANSAS 72201		
NAME OF SUBMITTER:	Kathryn Bennett Perkins		
SIGNATURE:	/kathryn bennett perkins/		
DATE SIGNED:	09/11/2015		
Total Attachments: 7			
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PARTIAL RELEASE OF SECURITY INTEREST

THIS PARTIAL RELEASE OF SECURITY INTEREST (this "Release") is dated as of September 8, 2015 and made by **BB&T CAPITAL PARTNERS MEZZANINE FUND II, LP**, a Delaware limited partnership, as Agent, with an address of 101 N. Cherry Street, Suite 700, Winston-Salem, NC 27101 ("Grantee") to **MARKETPLACE EVENTS LLC**, a Delaware limited liability company, with an address of 31105 Bainbridge Road, Suite 3, Solon, OH 44139, and **MARKETPLACE EVENTS HOLDINGS LLC**, a Delaware limited liability company, with an address of 31105 Bainbridge Road, Suite 3, Solon, OH 44139 (together, "Grantor").

WHEREAS, pursuant to a Security and Pledge Agreement dated as of March 29, 2013, made by Grantor in favor of Grantee, as amended on December 23, 2014 (the "Security Agreement"), a security interest was granted by Grantor to Grantee in certain collateral, including the collateral identified on Exhibit A attached hereto;

WHEREAS UCC-1 financing statements were recorded in the applicable filing office; and

WHEREAS in connection with the sale by Marketplace Events LLC of certain assets to Motorcycle Industry Council, Inc. pursuant to an Asset Purchase Agreement dated September 8, 2015 (the "Asset Purchase Agreement"), Grantee now desires to release its lien and security interest in the collateral described on Exhibit A.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, and upon the terms set forth in this Release, Grantee hereby states as follows:

1. Definitions. The term "Trademarks," as used herein, shall mean all of Grantor's right, title and interest of every kind and nature as of the date hereof in the trademarks listed on Exhibit A hereto.
2. Partial Release of Security Interest. Grantee hereby terminates, releases and discharges its security interest in the collateral identified on Exhibit A.
3. Termination Statements. For the purpose of confirming such release, cancellation and discharge of record, Grantee hereby authorizes Grantor, or its agents or counsel to file the amendment to the UCC Financing Statement attached hereto as Exhibit B as is appropriate to evidence the release of Grantee's security interest in the collateral identified on Exhibit A.

* * * Remainder of page intentionally left blank. Signature page follows. * * *

IN WITNESS WHEREOF, the Grantee has caused this Release to be executed by its duly authorized officer as of the date first written above.

**BB&T CAPITAL PARTNERS
MEZZANINE FUND II, LP**

By: Winston Mezzanine Partners, LLC,
its general partner



By: 
Name: David B. Tourisford
Title: Managing Member

EXHIBIT A

Released Collateral

Released Trademarks

Mark	Reg. No./Serial No.
AIMEXPO CHAMPIONSHIP OF THE AMERICAS	Serial No. 86464070
AIMEXPO	Reg. No. 4412226
	Reg. No. 4506639

Released Domain Names

USA_AIMExpo	AIME.SHOW	http://www.aimexpousa.com
USA_AIMExpo	AIMEEXPO.COM	http://www.aimexpousa.com
USA_AIMExpo	AIMEHIGHER.COM	http://www.aimexpousa.com
USA_AIMExpo	AIMEMOTORCYCLEEXPO.COM	http://www.aimexpousa.com
USA_AIMExpo	AIMEMOTORCYCLESHOW.COM	http://www.aimexpousa.com
USA_AIMExpo	AIMEXPO.SHOW	http://www.aimexpousa.com
USA_AIMExpo	AIMEXPOAPP.COM	MAIN DOMAIN
USA_AIMExpo	AIMEXPOBUYTICKETS.COM	http://www.microspec.com/tix123/eTic.cfm?code=AIMEXPO14#.U4kQcpRdVaR
USA_AIMExpo	AIMEXPOMOBILE.COM	MAIN DOMAIN
USA_AIMExpo	AIMEXPOREGNOW.COM	http://registration.experientevent.com/showaim141/
USA_AIMExpo	AIMEXPOS.COM	http://www.aimexpousa.com
USA_AIMExpo	AIMEXPOUSA.COM	MAIN DOMAIN - OCTOBER SHOW
USA_AIMExpo	AIMOTORCYCLEEXPO.COM	http://www.aimexpousa.com
USA_AIMExpo	AMERICANMOTORCYCLEEXPO.COM	http://www.aimexpousa.com
USA_AIMExpo	DISCOVERMOTORCYCLING.COM	http://www.aimexpousa.com
USA_AIMExpo	DISCOVERMOTORCYCLING.INFO	http://www.aimexpousa.com
USA_AIMExpo	DISCOVERMOTORCYCLING.NET	http://www.aimexpousa.com
USA_AIMExpo	DISCOVERMOTORCYCLING.ORG	http://www.aimexpousa.com
USA_AIMExpo	MOTORCYCLE.SHOW	http://www.aimexpousa.com

USA_AIMExpo	POWERSPORTSDEALERMARKETPLACE.COM	http://www.aimexpousa.com
USA_AIMExpo	POWERSPORTSINDUSTRYMARKETPLACE.COM	http://www.aimexpousa.com
USA_AIMExpo	POWERSPORTSMARKETPLACE.COM	http://www.aimexpousa.com
USA_AIMExpo	TESTRIDEDEMO.COM	http://www.aimexpousa.com
USA_AIMExpo	TESTRIDEEXPO.COM	http://www.aimexpousa.com

Released Personal Property

Description	Location	Acquisition Date	Acquisition Value	NBV
E6510 NOTEBOOK	IRVINE, CA	9/29/2010	\$2,064	\$0.00
Latitude E6520 Notebook	IRVINE, CA	10/5/2011	\$2,291	\$0.00
Latitude E6520 Notebook with accessories	IRVINE, CA	10/31/2011	\$2,255	\$0.00
Optiplex 9010	IRVINE, CA	2/21/2013	\$2,000	\$277.63
Latitude E6540+Monitor+Accessories	IRVINE, CA	5/22/2015	\$2,443	\$2,171.98
Network Switch	IRVINE, CA	12/19/2014	\$3,174	\$2,521.63
Latitude E6540 Notebook	IRVINE, CA	11/13/2014	\$2,059	\$1,487.34
Apple Online-Macbook	IRVINE, CA	3/11/2014	\$3,567	\$1,783.47
Apple Online-Macbook	IRVINE, CA	3/11/2014	\$3,567	\$1,783.47
Latitude E6510 Notebook	IRVINE, CA	10/31/2014	\$1,647	\$1,143.95
Latitude E6510 Notebook	IRVINE, CA	10/31/2014	\$1,647	\$1,143.95
Latitude E6520 Notebook	IRVINE, CA	10/19/2011	\$2,250	\$0.00
Latitude E6520 Notebook with accessories	IRVINE, CA	10/31/2011	\$2,233	\$0.00
Monitor for M. Webster	IRVINE, CA	7/31/2012	\$251	\$0.00
Dell Latitude E6540	IRVINE, CA	1/17/2014	\$1,671	\$742.55
Latitude E6520 Notebook with accessories	IRVINE, CA	10/31/2011	\$2,264	\$0.00
8 pcs of 2nd Monitors	IRVINE, CA	7/31/2013	\$2,541	\$705.80
Latitude E6530 Notebook with accessories	IRVINE, CA	2/21/2013	\$1,986	\$275.81
SERVER HARDWARE	IRVINE, CA	7/31/2012	\$6,064	\$2,223.37
SERVER HARDWARE	IRVINE, CA	7/31/2012	\$12,012	\$4,404.16
Latitude E6520 Notebook with accessories	IRVINE, CA	6/21/2012	\$2,272	\$0.00
Latitude E6520 Notebook with accessories	IRVINE, CA	6/21/2012	\$2,272	\$0.00
Latitude E6520 Notebook with accessories	IRVINE, CA	6/21/2012	\$2,141	\$0.00

Description	Location	Acquisition Date	Acquisition Value	NBV
Latitude E6520 Notebook with accessories	IRVINE, CA	6/21/2012	\$2,151	\$0.00
Accessories for Notebook	IRVINE, CA	6/21/2012	\$180	\$0.00
Accessories for Notebook	IRVINE, CA	6/21/2012	\$396	\$0.02
SERVER HARDWARE	IRVINE, CA	6/21/2012	\$581	\$212.78
Latitude E6520 Notebook with accessories	IRVINE, CA	11/24/2011	\$2,180	\$0.00
Total Computer Hardware			\$70,159	\$20,878
AVL CS6 DES STD LIC software (ADOBE license for MAC user)	IRVINE, CA	1/31/2014	\$2,690	\$1,196
SERVER SOFTWARE - Microsoft Office on server	IRVINE, CA	6/21/2012	\$1,272	\$0
Total Computer Software			\$3,963	\$1,196
AV Equipment-Cinnamon Kernes exp-Jan/12	IRVINE, CA	2/29/2012	\$1,414	\$401
Total Media Equipment			\$1,414	\$401
Phone System-telephone sets and software	IRVINE, CA	10/31/2013	\$2,336	\$1,441
Phone System	IRVINE, CA	7/31/2012	\$13,592	\$4,983
Total Phones/Office Equipment			\$15,928	\$6,424
Furnitures and Fixtures	IRVINE, CA	1/30/2014	\$2,496	\$1,831
Furnitures and Fixtures	IRVINE, CA	3/21/2013	\$1,205	\$603
Furnitures and Fixtures	IRVINE, CA	7/31/2012	\$22,909	\$8,400
Total Furniture & Fixtures			\$26,611	\$10,833
Grand Total			118,074	39,732

Other Released Collateral

All of Grantor's legal and beneficial interest in the American International Motorcycle Expo (together, the "Show"), including the assets sold by Marketplace Events LLC to Motorcycle Industry Council, Inc. (the "Acquired Assets", which term means all of the assets used by Marketplace Events LLC which are dedicated exclusively to organizing, promoting, arranging,

producing and managing the Show (the “Business”), including the Personal Property as detailed in this Exhibit A, the Trademarks, the domain names as detailed in this Exhibit A, the social media accounts (<https://instagram.com/aimexpo/>; <https://www.facebook.com/AIMExpo>; <https://twitter.com/aimexpo>; and <https://www.youtube.com/user/aimexpo>), the databases in all forms, versions and media, as well as all documentation and listings used exclusively in the Business, including all mailing lists, supplier contract lists and related materials, all customer lists in all forms used exclusively in the Business, inventory and supplies (content from prior Shows (in hard copy or electronic media), digital photos of prior Shows; and printed matter and the rights thereto used exclusively in the Business in the possession of Marketplace Events LLC including sales solicitation materials, promotional materials, marketing materials, sales kits, circulars, promotional lists, prospect lists, direct mail materials, labels and stationery, and all disks and other media on which the foregoing are stored), the following videos that Marketplace Events LLC has uploaded to American International Motorcycle Expo’s YouTube channel (2013 AIMExpo Recap, 2:28, AIMExpo 2014 Video recap, 3:04, AMA Motorcycle Hall of Fame, 5:26, #AIMExpoLIVE Hangout with AIMExpo Kevin Schwantz, 41:11, AIMExpo Ice Bucket Challenge, 1:01, The Industry Speaks and AIMExpo Listened!, 4:42, Nick Brocha and Ernie Vigil Ready to Ride at AIMExpo, 2:53, AIMExpo MotoGP Jumbotron, :31, Indian Thunder Stroke 111 V-Twin Engine Reveal, 1:48, AIMExpo Selects Host City: Orlando, 1:08 and American International Motorcycle expo, 1:39), all right, title and interests of Marketplace Events LLC in the Software License, Customization, Hosting and Services Agreement executed the 7th day of July, 2013 between Marketplace Events LLC and Sherpa RTLS Solutions Inc., the books, records, (including financial books and records but excluding original books of entry) promotional materials, media files, files and papers of Marketplace Events LLC pertaining exclusively to the Business or the Acquired Assets, including sales and advertising materials, sales and purchase correspondence, sales records, invoices, lists of exhibitors, sponsors and mailing lists, but excluding Tax Returns, minute books, stock transfer books and other corporate documents that do not pertain exclusively to the Business but are related to Marketplace Events LLC generally; accounts receivable in respect of future Shows; all contracts with exhibitors, attendees, and sponsors for future Shows, all leasehold and service contracts pertaining exclusively to the Business, as well as any future commitments for future dates at facilities, as well as security and decorator contracts for the Show and negotiated advertising agreements for the Show, other goodwill of Marketplace Events LLC related exclusively to the Business and all rights to organize, promote, produce and arrange the Show.

EXHIBIT B

UCC Financing Statement Amendment

See Attached