

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM378915

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
MV Technology Co.		03/03/2015	Corporation: ILLINOIS
RECEIVING PARTY DATA			
Name:	Gardner Business Media, Inc.		
Street Address:	6915 Valley Avenue		
City:	Cincinnati		
State/Country:	OHIO		
Postal Code:	45244		
Entity Type:	Corporation: OHIO		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4345853	TECHSPEX	
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:	513-241-2324		
Email:	lkrafte@whe-law.com		
Correspondent Name:	Lori Krafte, Wood Herron & Evans LLP		
Address Line 1:	441 Vine Street		
Address Line 2:	2700 Carew Tower		
Address Line 4:	Cincinnati, OHIO 45202		
NAME OF SUBMITTER:	Lori Krafte		
SIGNATURE:	/Lori Krafte/		
DATE SIGNED:	04/01/2016		
Total Attachments: 4			
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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Trademark Assignment") is made, executed and delivered as of March 3, 2015 by MV Technology Co., an Illinois corporation ("Assignor"), for the benefit of Gardner Business Media, Inc., an Ohio corporation ("Assignee").

WHEREAS, Assignor and Assignee entered into that certain Asset Purchase Agreement dated as of the date hereof (the "Purchase Agreement"), pursuant to which Assignee has purchased all of Assignor's right, title and interest in, to and under (i) the trademarks, service marks and applications, registrations and renewals in connection therewith owned by Assignor and used or held for use primarily in the Business (as defined in the Purchase Agreement) and (ii) all foreign counterparts and extensions of such trademarks, service marks and applications, together with all goodwill associated therewith, including without limitation, the trademarks and service marks identified and set forth on Schedule A attached hereto (collectively, the "Marks").

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby irrevocably transfers and assigns to Assignee, and Assignee hereby accepts the transfer and assignment of, all of Assignor's right, title and interest in and to the Marks, together with the goodwill associated therewith or symbolized thereby, all rights to sue and recover and retain damages and costs and attorneys' fees for present and past infringement of any of the Marks, whether arising prior to or subsequent to the date of this Trademark Assignment, and any and all renewals and extensions thereof that may hereafter be secured under the laws now or hereafter in effect in the United States and any other jurisdiction, the same to be held and enjoyed by Assignee, its successors and assigns from and after the date hereof.

Assignor authorizes and requests the Commissioner of Patents and Trademarks of the United States and the equivalent office in each country in which the Marks are registered to record Assignee as the owner of the Marks and issue any and all registrations, applications and renewals to Assignee, its successors, assigns, nominees or other legal representatives.

Upon the reasonable request of Assignee, Assignor shall execute and deliver or cause to be executed and delivered such further instruments of transfer and assignment and take such further action as Assignee may reasonably request in order more effectively to transfer and assign, reduce to possession and record title to Assignee to any of the Marks.

Except to the extent that federal law preempts state law with respect to any particular matters covered hereby, this Trademark Assignment shall be governed by and construed in accordance with the laws of the State of Ohio, without giving effect to the principles of conflicts of laws thereof, and any dispute relating to this Trademark Assignment shall be resolved in accordance with the terms and provisions of the Purchase Agreement.

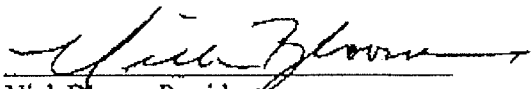
This Trademark Assignment is delivered pursuant to the Purchase Agreement, and is subject to the Purchase Agreement. In the event of any conflict between the terms of the Purchase Agreement and the terms of this Trademark Assignment, the terms of the Purchase Agreement shall prevail.

Nothing in this Trademark Assignment, express or implied, is intended or shall be construed to confer upon or give to any individual or entity, other than Assignor and Assignee and their respective successors and assigns, any rights or remedies under or by reason of this Trademark Assignment or any term, covenant or condition hereof, and all the terms, covenants and conditions, promises and agreements contained in this Trademark Assignment shall be for the sole and exclusive benefit of, and binding upon, Assignor and Assignee and their respective successors and assigns.

This Trademark Assignment may be executed in any number of counterparts (which may be delivered by facsimile), each of which shall be deemed an original, but all of which together shall constitute one and the same instrument.

IN WITNESS WHEREOF, each of the undersigned has caused this Trademark Assignment to be duly executed on its behalf by its duly authorized officer as of the date first written above.

MV TECHNOLOGY CO.

By: 
Nick Bloom, President

STATE OF _____

COUNTY OF _____

On this _____, before me personally _____, the _____ of MV Technology Co., to me known and known to me to be the same person described in and who executed the foregoing instrument and duly acknowledged to me that this document was executed as the free act and deed of the Assignor.

Notary Public

ACCEPTED:

GARDNER BUSINESS MEDIA, INC.

By: 
Richard G. Kline, Jr. Group Publisher

ACKNOWLEDGMENT

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

State of California
County of San Mateo

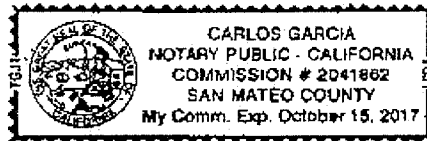
On March 3rd, 2015 before me, Carlos Garcia, Notary Public
(insert name and title of the officer)

personally appeared Nick Bloom
who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/hers/their authorized capacity(ies), and that by his/hers/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature Carlos Garcia



(Seal)

SCHEDULE A

TRADEMARKS								
Trademark	Jurisdiction	Class	Status	Application Number	Registration Number	Owner	Application Date	Registration Date
TECHSPEX	U.S.		Registered		4345853	MV Technology Co. d/b/a TechSpex Corporation	8/27/2012	6/4/2013

All trade names, trademarks, service marks, trade dress and logos associated with the Transferred Assets, except for trade names, trademarks, service marks, trade dress and logos which are not used or held for use primarily in connection with the Business.

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