

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM386599

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Advanstar Communications, Inc.		05/12/2016	Corporation: NEW YORK
RECEIVING PARTY DATA			
Name:	DN 2.0 LLC		
Street Address:	50 W. Broad Street		
Internal Address:	Suite 1800		
City:	Columbus		
State/Country:	OHIO		
Postal Code:	43215		
Entity Type:	Limited Liability Company: OHIO		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	4101772	DEALERNEWS TOP 100 EXCELLENCE IN POWERSP	
Registration Number:	1606352	DEALERNEWS	
CORRESPONDENCE DATA			
Fax Number:	2162410816		
<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:	216-622-8200		
Email:	ipdocket@calfee.com		
Correspondent Name:	Calfee, Halter & Griswold LLP		
Address Line 1:	1405 East Sixth Street		
Address Line 2:	The Calfee Building		
Address Line 4:	Cleveland, OHIO 44114-1607		
NAME OF SUBMITTER:	Carol A. Costanza		
SIGNATURE:	/carol a. costanza/		
DATE SIGNED:	06/03/2016		
Total Attachments: 4			
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ASSIGNMENT OF INTELLECTUAL PROPERTY

THIS ASSIGNMENT OF INTELLECTUAL PROPERTY ("Assignment"), is made and given this 11th day of May, 2016, by Advanstar Communications, Inc., a New York corporation ("Assignor"), in favor of DN 2.0 LLC, an Ohio limited liability company ("Assignee").

RECITALS

Assignee and Assignor are parties to an Asset Purchase and Sale Agreement dated as of May 12, 2016 (the "Agreement"), pursuant to which Assignor has agreed to sell to Assignee and Assignee has agreed to buy from Assignor the Purchased Assets (as defined in the Agreement), including without limitation certain intellectual property of Assignor. Pursuant to the Agreement, Assignor has agreed to execute such instruments as the Assignee may reasonably request in order more effectively to assign, transfer, grant, convey, assure and confirm to Assignee and its successors and assigns, or to aid and assist in reducing to possession by the Assignee of, all of such assets.

In accordance therewith, Assignor desires to transfer and assign to Assignee, and Assignee desires to accept the transfer and assignment of, all of Assignor's worldwide right, title and interest in, to and under the copyrights, trademarks and domain names listed on Schedule A annexed hereto and incorporated herein by reference (the "Intellectual Property").

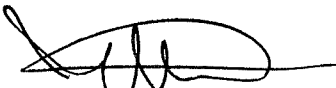
ASSIGNMENT

NOW, THEREFORE, Assignor, for and in exchange for the payment of the purchase price set forth in the Agreement, the receipt of which is hereby acknowledged, does hereby transfer and assign to Assignee, and Assignee hereby accepts the transfer and assignment of, all of Assignor's worldwide right, title and interest in, to and under the Intellectual Property, together with the goodwill of the business associated therewith and which is symbolized thereby, all rights to sue for infringement of the Intellectual Property, whether arising prior to or subsequent to the date of this Assignment of Intellectual Property, and any and all future filings, renewals, and extensions thereof that may hereafter be secured under the laws now or hereafter in effect in the United States and in any other jurisdiction, the same to be held and enjoyed by the said Assignee, its successors and assigns from and after the date hereof as fully and entirely as the same would have been held and enjoyed by the said Assignor had this Assignment of Intellectual Property not been made.

Except to the extent that federal law preempts state law with respect to the matters covered hereby, this Assignment of Intellectual Property shall be governed by and construed in accordance with the laws of the State of New York without giving effect to the principles of conflicts of laws thereof.

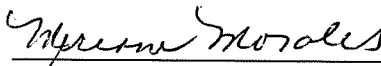
IN WITNESS WHEREOF, Assignor has caused this Assignment of Intellectual Property to be duly executed and delivered on the date first above written.

ADVANSTAR COMMUNICATIONS INC.

By: 
Name: MICHAEL BLUE
Title: EXECUTIVE VICE PRESIDENT

State of New York)
County of Bronx) ss.:
)

On the 12th day of May in the year 2016, before me personally came Michael Blue to me known, who, being by me duly sworn, did depose and say that he/she/they reside(s) in Michael Blue (if the place of residence is in a city, include the street and street number, if any, thereof); that he/she/they is (are) the (president or other officer or director or attorney in fact duly appointed) of the Advanstar Communications Inc. a New York corporation, the corporation described in and which executed the above instrument; that he/she/they know(s) the seal of said corporation; that the seal affixed to said instrument is such corporate seal; that it was so affixed by authority of the board of directors of said corporation, and that he/she/they signed his/her/their name(s) thereto by like authority.


Notary Public
My commission expires:

MIRIAM MORALES
NOTARY PUBLIC-STATE OF NEW YORK
No. 01MO6217402
Qualified in Bronx County
My Commission Expires February 08, 2018

SCHEDULE A

Registered Trademarks

DEALERNEWS TOP 100 EXCELLENCE IN POWERSPORTS RETAILING® (U.S.
Registration No. 4,101,772)

DEALERNEWS ® (U.S. Registration No. 1,606,352)

Copyrights

Copyright	Registration Number	Registration Date
DEALERNEWS. [Published: 2012.06-29 to 2012-07-24. Issues: vol. 48, no. 7, JULY 2012 to vol. 48, no. 8, AUGUST 2012]	TX0007664532	18-SEP-2012
DEALERNEWS. [Published: 2012-08-21 to 2012-09-24. Issues: vol. 48, no. 9, SEPTEMBER 2012 to vol 48, no. 10, OCTOBER 2012]	TX0007635051	31-OCT-2012
DEALERNEWS. [Published: 2012-10-23 to 2012-12-06. Issues: vol. 48, no. 11, November 2012 to vol. 48, no. 12, December 2012]	TX0007659375	28-JAN-2013
DEALERNEWS. [Published: 2012-12-28. Issue: vol. 49, no. 1, January 2013]	TX0007682577	01-APR-2013
DEALERNEWS. [Published: 2012-01-11 to 2012-01-26. Issues: vol. 48, no. 1, January 2012 to vol. 48, no. 2, February 2012]	TX0007519926	20-MAR-2012
DEALERNEWS. [Published: 2012-02-24 to 2012-03-21. Issues: vol. 48, no. 3, MARCH 2012 to vol. 48, no. 4, APRIL 2012]	TX0007566960	22-MAY-2012
DEALERNEWS. [Published: 2013.01.24. Issue: vol. 49, no. 2, February 2013]	TX0007682584	01-APR-2013
DEALERNEWS. [Published: 2013-02-18 to 2013-03-26. Issues: vol. 49, no. 3, March 2013 to vol. 49, no. 4, April 1 2013]	TX0007707041	30-MAY-2013
DEALERNEWS. [Published: 2013-04-23 to 2013-05-24. Issues: vol. 49, no. 5, MAY 2013 to vol. 49, no. 6, JUNE 2013]	TX0007734192	26-JUL-2013
DEALERNEWS. [Published: 2013-06-25 to 2013-07-25. Issues: vol. 49, no. 7, JULY 2013 to vol. 49, no. 8, AUGUST 2013]	TX0007791781	20-SEP-2013
DEALERNEWS. [Published: 2013-08-27 to 2013-09-27. Issues: vol. 49, no. 9, SEPTEMBER 2013 to vol. 49, no. 10, OCTOBER 2013]	TX0007792418	22-NOV-2013
DEALERNEWS. [Published: 2013-11-01 to 2013-12-05. Issues: vol. 49, no. 11, NOVEMBER 2013 to vol. 49, no. 12, DECEMBER 2013]	TX0007893300	29-JAN-2014
DEALERNEWS. [Published: 2013-12-26. Issue: vol. 50, no. 1, January 2014]	TX0007847364	31-MAR-2014

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Copyright	Registration Number	Registration Date
DEALERNEWS. [Published: 2011-01-26. Issue: vol. 47, no. 2, February 2011]	TX0007349297	25-MAR-2011
DEALERNEWS. [Published: 2011-08-26 to 2011-09-23. Issues: vol. 47, no. 9, September 2011 to vol. 47. no. 10, October 2011]	TX0007491882	30-NOV-2011
DEALERNEWS. [Published: 2011-10-25 to 2011-12-29. Issues: vol. 47, no. 11, November 2011 to vol. 47, no. 12. December 2011]	TX0007560399	23-JAN-2012
Dealemeews : the voice of the power sports vehicle industry.	CSN0073457	2011
DEALERNEWS. [Published: 2014-01-27. Issue: vol. 50, no. 2, FEBRUARY 2014]	TX0007847373	31-MAR-2014

Domain Names

dealernews.com
dealernewssubscribe.com
fullthrottledealer.com
bigtwindelaer.com

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