

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM410807

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Meetings & Events International, Inc.		12/30/2016	Corporation: INDIANA
RECEIVING PARTY DATA			
Name:	Associated Bank, National Association		
Street Address:	525 West Monroe Street, Ste 2400		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60661		
Entity Type:	National Banking Association: D.C.		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	1936828	MEETINGS & EVENTS INTERNATIONAL	
Registration Number:	4811070	MEDICAL EDUCATION INITIATIVES	
Registration Number:	4206032	MEIMEET	
Serial Number:	87283182	MEI	
CORRESPONDENCE DATA			
Fax Number:	3128761155		
<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:	312-876-1700		
Email:	jsalajka@dykema.com		
Correspondent Name:	Mary Alice Flaven/Dykema Gossett PLLC		
Address Line 1:	10 S Wacker Drive, Ste 2300		
Address Line 4:	Chicago, ILLINOIS 60606		
ATTORNEY DOCKET NUMBER:	103743-000098		
NAME OF SUBMITTER:	Mary Alice Flavin		
SIGNATURE:	/Mary Alice Flavin/		
DATE SIGNED:	01/03/2017		
Total Attachments: 7			
source=4849-7052-5503.1 - compiled (MEI) Trademark Security Agreement#page1.tif			

CH \$115.00 1936828

source=4849-7052-5503.1 - compiled (MEI) Trademark Security Agreement#page2.tif
source=4849-7052-5503.1 - compiled (MEI) Trademark Security Agreement#page3.tif
source=4849-7052-5503.1 - compiled (MEI) Trademark Security Agreement#page4.tif
source=4849-7052-5503.1 - compiled (MEI) Trademark Security Agreement#page5.tif
source=4849-7052-5503.1 - compiled (MEI) Trademark Security Agreement#page6.tif
source=4849-7052-5503.1 - compiled (MEI) Trademark Security Agreement#page7.tif

TRADEMARK SECURITY AGREEMENT

THIS TRADEMARK SECURITY AGREEMENT (this "Trademark Security Agreement") dated as of December 30, 2016, is by MEETINGS & EVENTS INTERNATIONAL, INC., an Indiana corporation (the "Grantor"), in favor of ASSOCIATED BANK, NATIONAL ASSOCIATION (the "Lender").

WITNESSETH:

WHEREAS, Grantor has entered into that certain Loan Agreement dated as of even date herewith (as amended, restated, supplemented or otherwise modified from time to time and in effect, the "Loan Agreement") with the other "Obligor" (as defined therein) and Lender pursuant to which Lender has agreed to make loans to, and issue letters of credit for the account of, the Grantor;

WHEREAS, in connection with the Loan Agreement, the Grantor, the other Obligor and Lender entered into that certain Security Agreement dated as of even date herewith (as the same may be amended, restated, supplemented or otherwise modified from time to time, the "Security Agreement"); and

WHEREAS, pursuant to the Security Agreement, the Grantor is required to execute and deliver this Trademark Security Agreement;

NOW, THEREFORE, in consideration of the premises and to induce the Lender to enter into the Loan Agreement and to make its extensions of credit to the Grantor, the Grantor hereby agrees with the Lender as follows:

Section 1. Defined Terms. Unless otherwise defined herein, terms used herein have the meaning given to them in the Security Agreement.

Section 2. Grant of Security Interest in Trademark Collateral. The Grantor, as collateral security for the full, prompt and complete payment and performance when due (whether at stated maturity, by acceleration or otherwise) of the Obligations, hereby mortgages and pledges to the Lender and grants to the Lender a lien on and security interest in, all of its right, title and interest in, to and under the following Collateral of the Grantor (the "Trademark Collateral"):

2.1 all of its trademarks, including, without limitation, those referred to on **Schedule 1** hereto;

2.2 all goodwill of the business connected with the use of, and symbolized by, each trademark; and

2.3 all rights to sue at law or in equity for any infringement or other impairment of the foregoing, including the right to receive all proceeds and damages thereof.

Section 3. Security Agreement. The security interest granted pursuant to this Trademark Security Agreement is granted in conjunction with the security interest granted to the Lender as set forth and pursuant to the Security Agreement and the Grantor hereby acknowledges and affirms that the rights and remedies of the Lender with respect to the security interest in the Trademark Collateral made and granted hereby are more fully set forth in the Security Agreement. In the event of a conflict between the provisions of this Trademark Security Agreement and the Security Agreement, the Security Agreement shall control.

Section 4. Interpretive Provisions. The meanings of defined terms are equally applicable to the singular and plural forms of the defined terms. Whenever the context so requires, the neuter gender includes the masculine and feminine, the single number includes the plural, and vice versa, and in particular the word "Grantor" shall be so construed.

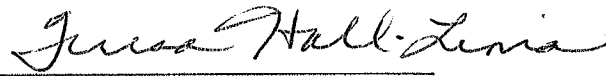
Section 5. Termination. This Trademark Security Agreement shall terminate and the lien on the security interest in the Trademark Collateral shall be released upon Payment in Full (as defined in the Loan Agreement). Upon the termination of this Trademark Security Agreement, the Lender, at Grantor's expense, shall execute all documents, make all filings and take all other actions reasonably requested by the Grantor to evidence and record the release of the Lien on and security interests in the Trademark Collateral granted herein.

Section 6. Counterparts. This Trademark Security Agreement may be executed in any number of counterparts and by different parties in separate counterparts, each of which when so executed shall be deemed to be an original and all of which taken together shall constitute one and the same agreement. Signature pages may be detached from multiple separate counterparts and attached to a single counterpart.

[Remainder of page intentionally left blank; signature pages follow]

IN WITNESS WHEREOF, the Grantor has caused this Trademark Security Agreement to be executed and delivered by its duly authorized officer as of the date first set forth above.

MEETINGS & EVENTS INTERNATIONAL,
INC.

By: 

Name: Teresa Hall-Lima
Title: President

Acknowledged:

ASSOCIATED BANK, NATIONAL
ASSOCIATION

By: _____

Name: James E. Lynch
Title: Senior Vice President

IN WITNESS WHEREOF, the Grantor has caused this Trademark Security Agreement to be executed and delivered by its duly authorized officer as of the date first set forth above.

MEETINGS & EVENTS INTERNATIONAL,
INC.

By: _____

Name: Teresa Hall-Lima

Title: President

Acknowledged:

ASSOCIATED BANK, NATIONAL
ASSOCIATION

By: James E. Lynch

Name: James E. Lynch

Title: Senior Vice President

ACKNOWLEDGEMENT OF GRANTOR

STATE OF ILLINOIS)
)ss.
COUNTY OF COOK)

I David B. Solomon, a Notary Public in and for said County, in the State aforesaid, DO HEREBY CERTIFY that Teresa Hall-Lima, the President of MEETINGS & EVENTS INTERNATIONAL, INC., an Indiana corporation, is personally known to me to be the same person whose name is subscribed to the foregoing instrument, appeared before me this day in person and acknowledged that she signed and delivered said instrument as her own free and voluntary act, and as the free and voluntary act of said corporation, for the uses and purposes therein set forth.

GIVEN under my hand and Notarial Seal this 30th day of December, 2016.

David B. Solomon
Notary Public

My Commission Expires: September 20, 2017



STATE OF ILLINOIS)
)ss.
COUNTY OF COOK)

I _____, a Notary Public in and for said County, in the State aforesaid, DO HEREBY CERTIFY that James E. Lynch, a Senior Vice President of ASSOCIATED BANK, NATIONAL ASSOCIATION, a national banking association, is personally known to me to be the same person whose name is subscribed to the foregoing instrument, appeared before me this day in person and acknowledged that he signed and delivered said instrument as his own free and voluntary act, and as the free and voluntary act of said national banking association, for the uses and purposes therein set forth.

GIVEN under my hand and Notarial Seal this 30th day of December, 2016.

Notary Public

My Commission Expires: _____

ACKNOWLEDGEMENT OF GRANTOR

STATE OF ILLINOIS)
)ss.
COUNTY OF COOK)

I _____, a Notary Public in and for said County, in the State aforesaid, DO HEREBY CERTIFY that Teresa Hall-Lima, the President of MEETINGS & EVENTS INTERNATIONAL, INC., an Indiana corporation, is personally known to me to be the same person whose name is subscribed to the foregoing instrument, appeared before me this day in person and acknowledged that she signed and delivered said instrument as her own free and voluntary act, and as the free and voluntary act of said corporation, for the uses and purposes therein set forth.

GIVEN under my hand and Notarial Seal this 30th day of December, 2016.

Notary Public

My Commission Expires: _____

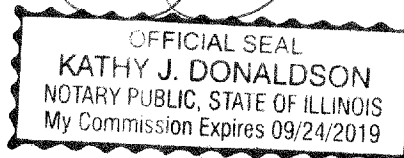
STATE OF ILLINOIS)
)ss.
COUNTY OF COOK)

I Kathy J. Donaldson, a Notary Public in and for said County, in the State aforesaid, DO HEREBY CERTIFY that James E. Lynch, a Senior Vice President of ASSOCIATED BANK, NATIONAL ASSOCIATION, a national banking association, is personally known to me to be the same person whose name is subscribed to the foregoing instrument, appeared before me this day in person and acknowledged that he signed and delivered said instrument as his own free and voluntary act, and as the free and voluntary act of said national banking association, for the uses and purposes therein set forth.



GIVEN under my hand and Notarial Seal this 30th day of December, 2016.

Kathy J. Donaldson
Notary Public

My Commission Expires: 9/24/19



**SCHEDULE I
TO
TRADEMARK SECURITY AGREEMENT**

Trademark	Application/Registration No.	Application/Registration Date
 <p>Trademark on above logo</p>	1,936,828	November 21, 1995
Medical Education Initiatives	4,811,070	July 8, 2014
MEIMEET	4,206,032	September 11, 2012
 <p>MEI MEETINGS & EVENTS INTERNATIONAL</p>	Application File No. 87283182	Application filed December 28, 2016