

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

ETAS ID: TM430675

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	MERGER		
<b>EFFECTIVE DATE:</b>	09/01/2016		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Men's Apparel Guild of California, Inc.		09/01/2016	Corporation: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Advanstar Communications Inc.		
<b>Street Address:</b>	2901 28th Street		
<b>Internal Address:</b>	Suite 100		
<b>City:</b>	Santa Monica		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90405		
<b>Entity Type:</b>	Corporation: NEW YORK		
<b>PROPERTY NUMBERS Total: 5</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2417603	MAGIC	
<b>Registration Number:</b>	4160820	MAGIC	
<b>Registration Number:</b>	2651727	MAGICONLINE	
<b>Registration Number:</b>	3296418	SOURCING AT MAGIC	
<b>Registration Number:</b>	4265638	WHITE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>			
<b>Email:</b>	david.davis@bakermckenzie.com, colleen.brennan@bakermckenzie.com		
<b>Correspondent Name:</b>	David J. Davis		
<b>Address Line 1:</b>	300 East Randolph Street, Suite 5000		
<b>Address Line 2:</b>	Baker & McKenzie LLP		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60601		
<b>NAME OF SUBMITTER:</b>	David J. Davis		
<b>SIGNATURE:</b>	/david j. davis/		

CH \$140.00 2417603

<b>DATE SIGNED:</b>	06/08/2017
<b>Total Attachments: 5</b> source=ADVANSTAR COMMUNICATIONS INC - NY - Merger Filing - Domestic.pdf Men's Apparel Guild#page1.tif source=ADVANSTAR COMMUNICATIONS INC - NY - Merger Filing - Domestic.pdf Men's Apparel Guild#page2.tif source=ADVANSTAR COMMUNICATIONS INC - NY - Merger Filing - Domestic.pdf Men's Apparel Guild#page3.tif source=ADVANSTAR COMMUNICATIONS INC - NY - Merger Filing - Domestic.pdf Men's Apparel Guild#page4.tif source=ADVANSTAR COMMUNICATIONS INC - NY - Merger Filing - Domestic.pdf Men's Apparel Guild#page5.tif	

FILING RECEIPT

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ENTITY NAME: ADVANSTAR COMMUNICATIONS INC.

DOCUMENT TYPE: MERGER (DOM. BUSINESS)

COUNTY: NEWY

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FILED:09/01/2016 DURATION:\*\*\*\*\* CASH#:160901000417 FILM #:160901000400

FILER:

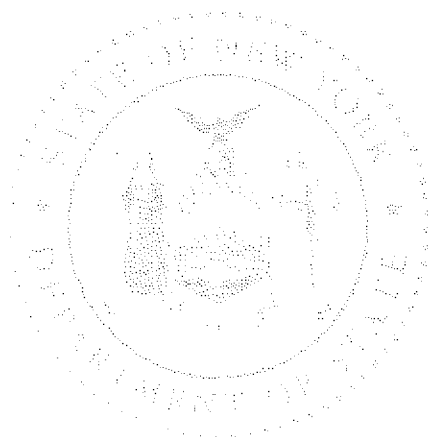
EFFECT DATE

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UBM, INC.  
15TH FLOOR  
2 PENN PLAZA  
NEW YORK, NY 10121

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09/01/2016

ADDRESS FOR PROCESS:

REGISTERED AGENT:



CONSTITUENT NAME: MEN'S APPAREL GUILD OF CALIFORNIA, INC.

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SERVICE COMPANY: CORPORATION SERVICE COMPANY - 45

SERVICE CODE: 45

FEES                    370.00  
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FILING                60.00  
TAX                    0.00  
CERT                   0.00  
COPIES                10.00  
HANDLING            300.00

PAYMENTS            370.00  
-----  
CASH                   0.00  
CHECK                  0.00  
CHARGE                0.00  
DRAWDOWN            370.00  
OPAL                   0.00  
REFUND                0.00

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TRADEMARK (04/2007)

REEL: 006080 FRAME: 0948

***STATE OF NEW YORK***  
***DEPARTMENT OF STATE***

I hereby certify that the annexed copy has been compared with the original document in the custody of the Secretary of State and that the same is a true copy of said original.



WITNESS my hand and official seal of the  
Department of State, at the City of Albany,  
on September 1, 2016.

*Anthony Giardina*

Anthony Giardina  
Executive Deputy Secretary of State

16090100 0400

CSC 45  
Drawdown

Certificate of Merger

of

Men's Apparel Guild of California, Inc.

into

Advanstar Communications Inc.

Under Section 905 of the Business Corporation Law

It is hereby certified by the corporation named herein as the surviving corporation as follows:

FIRST: The Board of Directors of the corporation named herein as the surviving corporation has adopted a plan of merger setting forth the terms and conditions of merging the corporation named herein as the subsidiary corporation into said surviving corporation.

SECOND: The laws of the jurisdiction of incorporation of the corporation named herein as the subsidiary corporation permit a merger of the kind certified herein.

THIRD: The name of the subsidiary corporation to be merged, which was organized under the laws of the State of California, on December 8, 1948, is Men's Apparel Guild of California, Inc. No Application for Authority in the State of New York has been filed by the Department of State of the State of New York and will not do business until one is filed.

FOURTH: The name of the surviving corporation, the certificate of incorporation of which was filed by the Department of State on January 23, 1987, is Advanstar Communications Inc. the name under which said corporation was formed is HBJ Publications, Inc.

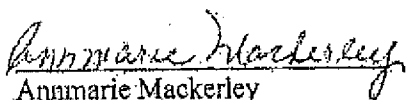
FIFTH: The designation and number of outstanding shares of each class of the subsidiary corporation, all of which are owned by the surviving corporation, as set forth in the plan of merger, are as follows:

DESIGNATION	NUMBER
Common	1,000

SIXTH: The merger of the subsidiary corporation into the surviving corporation has been authorized under the laws of the jurisdiction of incorporation of the subsidiary corporation.

SEVENTH: The effective date of the merger herein certified, insofar as the provisions of the New York Business Corporation Law govern such effective date, shall be the 1<sup>st</sup> day of September 1, 2016.

Signed on September 1, 2016



Annmarie Mackerley  
Vice President and Secretary  
Advanstar Communications Inc.

16090100 0400

CSC 45  
Drawdown

# CERTIFICATE OF MERGER

OF

Men's Apparel Guild of California, Inc.

into

Advanstar Communications Inc.

Under Section 905 of the Business Corporation Law.

Filed by: UBM, INC.  
15TH FLOOR  
2 PENN PLAZA  
NEW YORK NY 10121

2016 SEP - 1 PM 1:51

FILED

Cust Ref # 276737 KXH  
(5)

Ice  
STATE OF NEW YORK  
DEPARTMENT OF STATE

FILED SEP 01 2016

TAX \$

BY: mc

RECEIVED

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