

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM473144

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Xlive, LLC		05/01/2018	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Informa Business Media, Inc.		
Street Address:	605 Third Avenue		
Internal Address:	21st Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10158		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	87177510	XLIVE	
CORRESPONDENCE DATA			
Fax Number:	3128278185		
<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:	312-781-6013		
Email:	chicago.trademarks@klgates.com, valerie.swanson@klgates.com, kate.starshak@klgates.com		
Correspondent Name:	Kathryn Starshak c/o K&L Gates LLP		
Address Line 1:	P.O. Box 1135		
Address Line 4:	Chicago, ILLINOIS 60690-1135		
ATTORNEY DOCKET NUMBER:	3714223-297		
NAME OF SUBMITTER:	Kathryn Starshak		
SIGNATURE:	/Kathryn Starshak/		
DATE SIGNED:	05/08/2018		
Total Attachments: 4			
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ASSIGNMENT OF INTELLECTUAL PROPERTY AND DATABASES

This ASSIGNMENT OF INTELLECTUAL PROPERTY AND DATABASES (this “Assignment”) is made this 1st day of May, 2018, by Xlive, LLC, a limited liability company organized under the laws of the State of Delaware (“Assignor”), to and in favor of Informa Business Media, Inc., a corporation organized under the laws of the State of Delaware (“Assignee”). All capitalized terms used but not otherwise defined herein shall have the respective meanings ascribed to such terms in the Purchase Agreement (as defined below).

RECITALS

WHEREAS, Assignee and Assignor are parties to that certain Asset Purchase Agreement, dated as of even date herewith (the “Purchase Agreement”), pursuant to which Assignor has agreed to sell to Assignee and Assignee has agreed to purchase from Assignor the Purchased Assets, including, without limitation, the Intellectual Property Assets and the Databases; and

WHEREAS, Section 3.3.2(e) of the Purchase Agreement contemplates that Assignor will execute and deliver this Assignment of Intellectual Property and Databases.

NOW, THEREFORE, in consideration of the foregoing premises and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged:

1. Assignment. Assignor hereby transfers and assigns to Assignee, and Assignee hereby accepts, the transfer and assignment of the entire right, title and interest of Assignor in and to the Intellectual Property Assets and Databases, including without limitation all of the intellectual property rights associated with each of the items set forth on Exhibit A together with goodwill associated therewith, and all rights to sue for infringement of any of such rights, whether arising prior to or subsequent to the date of this Assignment, the same to be held and enjoyed by the 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 Assignor had this Assignment not been made.

2. Further Assurances. Assignor agrees, without further consideration, to execute all documents necessary to perfect such right, title, and interest in and to Assignee, its successors, assigns, and legal representatives. In the event that Assignor fails or is unable to execute such documents, Assignor hereby appoints Assignee as its attorney-in-fact for the sole purpose of executing such documents.

3. Binding Effect; Assignment. This Assignment is binding upon Assignor, its successors and assigns, and inures to the benefit of Assignee, its successors and assigns.

4. Governing Law. This Assignment is governed by the laws of the State of New York, without regard to conflicts of laws principles.


5. Conflict. This Assignment is being delivered pursuant to, and is subject to the applicable terms and conditions of, the Purchase Agreement. In the event of any conflict between the terms of the Purchase Agreement and the terms of this Assignment, the terms of the Purchase Agreement shall prevail to the extent of such conflict.

6. Means of Execution. Delivery of a copy of this Assignment bearing an original signature by facsimile transmission, by electronic mail in portable document format (.pdf) form, or by any other electronic means intended to preserve the original graphic and pictorial appearance of a document, will have the same effect as physical delivery of the paper document bearing the original signature.

[Signature page follows]

IN WITNESS WHEREOF, Assignor has caused this Assignment to be duly executed as of the day and year written below.

XLIVE, LLC

A handwritten signature in black ink, appearing to read 'T. Brockman', with a stylized flourish at the end.

By:

Name: Todd Brockman

Title: Chairman

List of Intellectual Property

Word Mark	XLIVE
Goods and Services	IC 041. US 100 101 107. G & S: Organizing live educational conferences for event producers and organizers in the field(s) of concerts, festivals, music, entertainment, film, sports, culinary arts, food, esports, beverages and data analytics. FIRST USE: 20150101. FIRST USE IN COMMERCE: 20150101
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	87177510
Filing Date	September 20, 2016
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	November 21, 2017
Registration Number	5394057
Registration Date	February 6, 2018
Domain Name	xlivecon.com