

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM473857

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Ascential UK Holdings Limited	FORMERLY Emap Limited	05/14/2018	Private Limited Company: UNITED KINGDOM
RECEIVING PARTY DATA			
Name:	Ascential Events Limited		
Street Address:	The Prow, 1 Wilder Walk		
City:	London		
State/Country:	UNITED KINGDOM		
Postal Code:	W1B 5AP		
Entity Type:	Private Limited Company: UNITED KINGDOM		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4824663	BETT	
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:	615 782 2200		
Email:	alexandra.mackay@stites.com		
Correspondent Name:	Alexandra MacKay		
Address Line 1:	401 Commerce Street		
Address Line 2:	Suite 800		
Address Line 4:	Nashville, TENNESSEE 37219		
DOMESTIC REPRESENTATIVE			
Name:	S & H Nashville LLC		
Address Line 1:	401 Commerce Street		
Address Line 2:	Suite 800		
Address Line 4:	Nashville, TENNESSEE 37219		
NAME OF SUBMITTER:	Alexandra MacKay		
SIGNATURE:	/Alex/		
DATE SIGNED:	05/14/2018		

OP \$40.00 4824663

Total Attachments: 6

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DATED 14 ^{May} ~~APRIL~~ 2018

ASCENTIAL UK HOLDINGS LIMITED

AND

ASCENTIAL EVENTS LIMITED

DEED OF ASSIGNMENT
of the Trade Mark

Kempner
& Partners

This Deed is dated.....14th May.....2018

PARTIES:

- (1) Ascential UK Holdings Limited, incorporated and registered in England and Wales with registered number 00537204 and whose registered office is at c/o Ascential Group Limited The Prow, 1 Wilder Walk, London, W1B 5AP (**Assignor**).
- (2) Ascential Events Limited, incorporated and registered in England and Wales with registered number 07925964 and whose registered office is at c/o Ascential Group Limited The Prow, 1 Wilder Walk, London, W1B 5AP (**Assignee**).

WHEREAS:

- (A) The Assignor is the registered proprietor of the trade mark, short particulars of which are set out in the Schedule ("the Trade Mark").
- (B) The Assignor has agreed to assign its rights in and to the Trade Mark to the Assignee on the terms set out in this Deed.

IT IS HEREBY AGREED as follows:

1 Assignment

The Assignor hereby assigns to the Assignee, pursuant to this Deed and in consideration of the sum of £1 (receipt of which the Assignor expressly acknowledges), absolutely all its rights, title and interest in and to the Trade Mark including:

- (a) all pending applications and registrations therefor, including the registration identified in the attached Schedule;
- (b) all statutory and common law rights attaching to the Trade Mark, together with any goodwill attached thereto;
- (c) the right to claim priority from the Trade Mark; and
- (d) the right to bring, make, oppose, defend, appeal proceedings, claims or actions and obtain relief (and to retain any damages recovered) in respect of any infringement, or any other cause of action (including passing off) arising from ownership, of the Trade Mark whether occurring before, on or after the date of this Deed.

2 Further assurance

The Assignor shall, and shall use all reasonable endeavours to procure that any necessary third party shall, promptly execute such documents and perform such acts as may reasonably be required for the purpose of giving full effect to this Deed, including registration of the Assignee as registered proprietor of the Trade Mark.

3 Waiver

No failure or delay by a party to exercise any right or remedy provided under this Deed or by law shall constitute a waiver of that or any other right or remedy, nor shall it prevent or restrict

the further exercise of that or any other right or remedy. No single or partial exercise of such right or remedy shall prevent or restrict the further exercise of that or any other right or remedy.

4 Entire agreement

This Deed constitutes the entire agreement between the parties and supersedes and extinguishes all previous discussions, correspondence, negotiations, agreements, promises, assurances, warranties, representations and understandings between them, whether written or oral, relating to its subject matter.

5 Variation

No variation of this Deed shall be effective unless it is in writing and signed by the parties (or their authorised representatives).

6 Severance

If any provision or part-provision of this Deed is or becomes invalid, illegal or unenforceable, it shall be deemed modified to the minimum extent necessary to make it valid, legal and enforceable. If such modification is not possible, the relevant provision or part-provision shall be deemed deleted. Any modification to or deletion of a provision or part-provision under this clause shall not affect the validity and enforceability of the rest of this Deed.

7 Counterparts

This Deed may be executed in any number of counterparts, each of which when executed shall constitute a duplicate original, but all the counterparts shall together constitute the one Deed.

8 Third Party Rights

No one other than a party to this Deed, their successors and permitted assignees, shall have any right to enforce any of its terms.

9 Governing law and jurisdiction

This Deed shall be governed by and construed in accordance with English law and the parties hereby submit to the jurisdiction of the English courts in respect of any dispute or matter arising out of or connected with this Assignment.

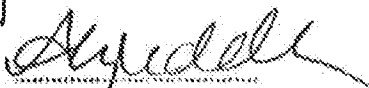
Executed as a Deed by the parties or their duly authorised representatives on the date of this Deed.

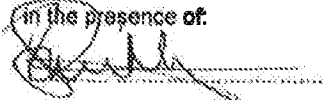
Schedule - Trade Mark

TRADE MARK	COUNTRY	APPLICATION DATE	APPLICATION NO	CLASSES	STATUS
BETT	US	19-March-2013	85878728	9, 18, 35, 41 & 42	Registered

MANDY GRADDEN

Executed as a deed by (INSERT NAME)
for and on behalf of Acential UK Holdings Limited
in the presence of:


(Signature)



(Signature of Witness)

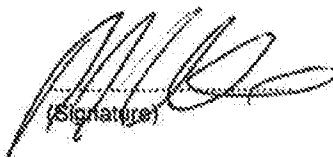
RENEE SMITH

RENEE SMITH

(Name and Address of Witness)

PATRICK WAUSER

Executed as a deed by (INSERT NAME)
for and on behalf of Acential Events Limited
in the presence of:


(Signature)



(Signature of Witness)

NATASHA GIRLING

S. DAS BAS

(Name and Address of Witness)

