

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM506401

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Informa Exhibitions, LLC		08/01/2016	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	INFORMA EXHIBITIONS U.S. CONSTRUCTION & REAL ESTATE, INC.		
Street Address:	6191 N. STATE HIGHWAY		
Internal Address:	SUITE 500		
City:	IRVING		
State/Country:	TEXAS		
Postal Code:	75038		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	3873201	ISS	
Registration Number:	3515749	SELF-STORAGE TALK	
Registration Number:	3589347	SELF-STORAGE TRAINING INSTITUTE	
Registration Number:	3625472	SSTI	
Registration Number:	3664919	INSIDE SELF-STORAGE WORLD EXPO	
Registration Number:	3515750	INSIDE SELF-STORAGE	
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:	3724445.00017		
NAME OF SUBMITTER:	Kathryn Starshak		

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SIGNATURE:	/Kathryn Starshak/
DATE SIGNED:	01/17/2019
Total Attachments: 2 source=Self Storage TM Assignment#page1.tif source=Self Storage TM Assignment#page2.tif	

ASSIGNMENT OF TRADEMARKS

THIS ASSIGNMENT OF TRADEMARKS is made as of the 1st day of August, 2016, by INFORMA EXHIBITIONS, LLC, a Delaware limited liability company (“Assignor”) to INFORMA EXHIBITIONS U.S. CONSTRUCTION & REAL ESTATE, INC., a Delaware corporation (“Assignee”).

WHEREAS, Assignee and Assignor are parties to an Asset Purchase Agreement of even date herewith (the “Asset Purchase Agreement”), pursuant to which Assignor has agreed to sell to Assignee, and Assignee has agreed to purchase from Assignor, the Acquired Assets (as defined in the Asset Purchase Agreement), including, without limitation, the trademarks of Assignor listed on Schedule A annexed hereto and incorporated herein by reference (the “Trademarks”); and

WHEREAS, Assignor desires to transfer and assign to Assignee, and Assignee desires to accept the transfer and assignment of the Trademarks.

NOW, THEREFORE, Assignor, for and in exchange for the payment of the purchase price set forth in the Asset Purchase Agreement, the receipt of which is hereby acknowledged, does hereby transfer and assign to Assignee, and Assignee hereby accepts the transfer and assignment of, the entire right, title and interest of Assignor in and to the Trademarks, together with the goodwill of the business associated therewith and which is symbolized thereby, all rights to sue for infringement of the Trademarks, whether arising prior to or subsequent to the date of this Assignment of Trademarks, and any and all 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 Trademarks not been made.

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

IN WITNESS WHEREOF, Assignor has caused its duly authorized representative to execute this Assignment of Trademarks as of the date first above written.

ASSIGNOR:

INFORMA EXHIBITIONS, LLC

By: 

Name: Thomas C. Etter
Title: Vice President

SCHEDULE A

Trademarks

Trademark Name	Country Registered	Registration No.	Registration Date
ISS	United States	3,873,201	11/9/2010
SELF-STORAGE TALK	United States	3,515,749	10/14/2008
SELF-STORAGE TRAINING INSTITUTE	United States	3,589,347	3/10/2009
SSTI	United States	3,625,472	5/26/2009
INSIDE SELF-STORAGE WORLD EXPO	United States	3,664,919	8/4/2009
INSIDE SELF-STORAGE	United States	3,515,750	10/14/2008