

**TRADEMARK ASSIGNMENT COVER SHEET**

Electronic Version v1.1  
 Stylesheet Version v1.2

ETAS ID: TM508425

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL
SEQUENCE:	2

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
UBM Medica Group, LLC		01/31/2019	Limited Liability Company

**RECEIVING PARTY DATA**

Name:	MultiMedia Healthcare Communications LLC
Street Address:	2 Clarke Drive
City:	Cranbury
State/Country:	NEW JERSEY
Postal Code:	08512
Entity Type:	Limited Liability Company: NEW JERSEY

**PROPERTY NUMBERS Total: 3**

Property Type	Number	Word Mark
Serial Number:	76423718	DIAGNOSTIC IMAGING
Serial Number:	78334603	DISCUSSIONS IN PET IMAGING
Serial Number:	73828505	DRUG BENEFIT TRENDS

**CORRESPONDENCE DATA**

Fax Number:

*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.*

Email: shpulaski@shpulaskilaw.com  
 Correspondent Name: Shannon Pulaski  
 Address Line 1: 1601 Perrineville Road #7337  
 Address Line 4: Monroe, NEW JERSEY 08831

NAME OF SUBMITTER:	Shannon Hennessy Pulaski
SIGNATURE:	/Shannon Hennessy Pulaski/
DATE SIGNED:	02/01/2019

**Total Attachments: 14**

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OP \$90.00 76423718

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## TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (“**Assignment**”), is entered into this 31st day of January, 2019, by and among Advanstar Communications Inc., a New York corporation, ENK International, LLC, a Delaware limited liability company, Healthcare Holdings Inc., a California corporation, Informa Exhibitions, LLC, a Delaware limited liability company, Maypond Limited, a private company limited by shares organized under the laws of the Republic of Ireland, Miller Freeman Acquisition Corp., a Delaware corporation, UBM LLC, a Delaware limited liability company, UBM Medica Group LLC, a Delaware limited liability company, UBM Medica LLC, a Delaware limited liability company, UBM (UK) Limited, a private limited company organized under the laws of the United Kingdom, and UBM Canon LLC, a Delaware limited liability company (collectively, “**Sellers**”), and MultiMedia Healthcare Communications LLC, a New Jersey limited liability company (“**Buyer**”).

WHEREAS, Sellers and Buyer have entered into a certain Acquisition Agreement, dated as of December 19, 2018 (the “**Acquisition Agreement**”), pursuant to which, among other things, Sellers agreed to assign to Buyer, and Buyer agreed to accept from Sellers all of Sellers' registered and unregistered right, title, and interest in and to the Trademarks listed in Schedule A hereto (the “**Trademarks**”), including the ongoing and existing business relating to the Trademarks and the goodwill associated with use of the Trademarks. Capitalized terms used herein but not defined shall have the meanings set forth in the Acquisition Agreement.

NOW, THEREFORE, in consideration of the mutual covenants set forth below, and of other good and valuable consideration, the receipt of which are hereby acknowledged, the parties hereto agree as follows:

1. Assignment of Trademarks. Sellers hereby irrevocably assign, transfer, and convey to Buyer all of the Sellers' right, title and interest in and to the Trademarks including, without limitation, all applications, registrations, issuances, divisionals, extensions, renewals, and all statutory, common law or international rights relating to the Trademarks, including the right to sue and recover damages for past infringement(s), together with the goodwill of the business related to the Trademarks. Without in any way expanding or detracting from the rights and obligations of the parties as set forth in the Acquisition Agreement or elsewhere in this document, Buyer accepts, assumes, undertakes and agrees to pay or cause to be paid all Liabilities arising out of or related to the Trademarks arising from and after the Closing Date. Any fees, costs, and expenses for the recording of this Assignment with the appropriate governmental entities, trademark offices, and/or registrars shall be borne by Buyer. For the avoidance of doubt, and irrespective of any recordal or non-recordal of this Assignment, Buyer is solely responsible for maintaining and renewing the Trademarks from and after the Closing Date, including but not limited to monitoring and satisfying any applicable deadlines.

2. Terms of the Acquisition Agreement. The terms of the Acquisition Agreement, including, but not limited to, the representations, warranties, covenants, agreements and indemnities relating to the Trademarks are incorporated herein by this reference. The parties hereto acknowledge and agree that the representations, warranties, covenants, agreements and indemnities contained in the Acquisition Agreement shall not be superseded hereby but shall remain in full force and effect to the full extent provided therein. In the event of any conflict or

inconsistency between the terms of the Acquisition Agreement and the terms hereof, the terms of the Acquisition Agreement shall govern.

3. Further Assurances. Sellers agree, upon Buyer's reasonable written request and instruction and with reasonable written notice, to do all such lawful acts and things without additional consideration and to perform all other lawful acts and/or execute such further lawful assignments, documents, assurances, applications and other instruments as reasonably may be required by Buyer in order for Buyer to record and otherwise effectuate this Assignment and obtain any and all registrations or renewals for the Trademarks and to otherwise enforce its rights in the Trademarks pursuant to this Assignment. For the avoidance of doubt, the parties agree that Buyer may file its original or a copy of this Assignment with the appropriate governmental entities, trademark offices, and/or registrars as required by local law in order for Buyer to record this Assignment against any registered Trademarks. However, Buyer may not file an original or copy of the Acquisition Agreement with any such government entity, trademark office, or registrar without the express prior written consent of Sellers. In the event that any such government entity, trademark office, or registrar requires or requests that Buyer file an original or copy of the Acquisition Agreement in order for Buyer to record this Assignment against any registered Trademarks, Sellers agree, in addition to their foregoing obligations, to reasonably cooperate with Buyer to prepare sufficient alternative documentation in order for Buyer to record the Assignment against such registered Trademarks.

4. Successors and Assigns. This Assignment shall be binding upon and shall inure to the benefit of the parties hereto and their respective successors and assigns.

5. Governing Law. This Assignment shall be governed by and be construed in accordance with the internal laws of the State of New York without giving effect to the principles of conflicts of laws thereof (whether of the State of New York or any other jurisdiction).


6. Counterparts. This Assignment may be executed in counterparts, each of which shall be deemed an original, but all of which together shall be deemed to be one and the same agreement. A signed copy of this Assignment delivered by facsimile, e-mail or other means of electronic transmission shall be deemed to have the same legal effect as delivery of an original signed copy of this Assignment.

[Signature Page Follows]

IN WITNESS WHEREOF, the parties hereto have executed this Assignment as of the date first above written.

Sellers:

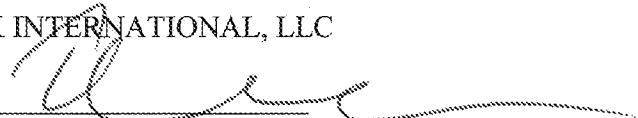
ADVANSTAR COMMUNICATIONS INC.

By: 

Name: Thomas C. Etter

Title: Senior Vice President

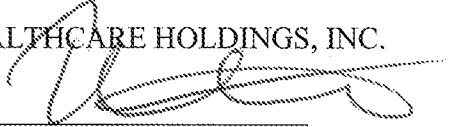
ENK INTERNATIONAL, LLC

By: 

Name: Thomas C. Etter

Title: Senior Vice President

HEALTHCARE HOLDINGS, INC.

By: 

Name: Thomas C. Etter

Title: Senior Vice President

INFORMA EXHIBITIONS, LLC

By: 

Name: Thomas C. Etter

Title: Senior Vice President

MAYPOND LIMITED

By: \_\_\_\_\_

Name: Nicholas Perkins

Title: Director

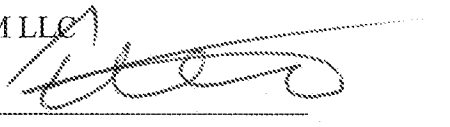
MILLER FREEMAN ACQUISITION CORP.

By: 

Name: Thomas C. Etter

Title: Senior Vice President

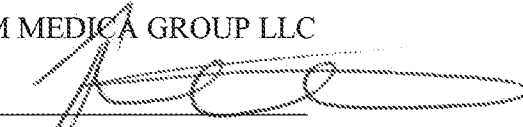
UBM LLC

By: 

Name: Thomas C. Etter

Title: Senior Vice President

UBM MEDICA GROUP LLC

By: 

Name: Thomas C. Etter

Title: Senior Vice President

[Signature Page to Trademark Assignment]

Sellers (cont'd):

UBM MEDICA LLC

By: 

Name: Thomas C. Etter

Title: Senior Vice President

UBM CANON LLC

By: 

Name: Thomas C. Etter

Title: Senior Vice President

UBM (UK) LIMITED

By Crosswall Nominees Limited, Its Director

By \_\_\_\_\_

Name: Nicholas Perkins

Title: Authorized Signatory

*[Signature Page to Trademark Assignment]*

IN WITNESS WHEREOF, the parties hereto have executed this Assignment as of the date first above written.

Sellers:

ADVANSTAR COMMUNICATIONS INC.

By: \_\_\_\_\_

Name: Thomas C. Etter

Title: Senior Vice President

ENK INTERNATIONAL, LLC

By: \_\_\_\_\_

Name: Thomas C. Etter

Title: Senior Vice President

HEALTHCARE HOLDINGS, INC.

By: \_\_\_\_\_

Name: Thomas C. Etter

Title: Senior Vice President

INFORMA EXHIBITIONS, LLC

By: \_\_\_\_\_

Name: Thomas C. Etter

Title: Senior Vice President

MAYPOND LIMITED

By: N. M. Perkins

Name: Nicholas Perkins

Title: Director

MILLER FREEMAN ACQUISITION CORP.

By: \_\_\_\_\_

Name: Thomas C. Etter

Title: Senior Vice President

UBM LLC

By: \_\_\_\_\_

Name: Thomas C. Etter

Title: Senior Vice President

UBM MEDICA GROUP LLC

By: \_\_\_\_\_

Name: Thomas C. Etter

Title: Senior Vice President

{Signature Page to Trademark Assignment}

Sellers (cont'd):

UBM MEDICA LLC

By: \_\_\_\_\_

Name: Thomas C. Etter

Title: Senior Vice President

UBM CANON LLC

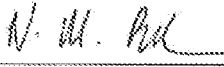
By: \_\_\_\_\_

Name: Thomas C. Etter

Title: Senior Vice President

UBM (UK) LIMITED

By Crosswall Nominees Limited, Its Director

By 

Name: Nicholas Perkins

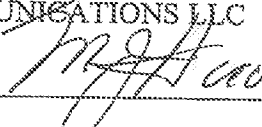
Title: Authorized Signatory

*[Signature Page to Trademark Assignment]*



Buyer:

MULTIMEDIA HEALTHCARE  
COMMUNICATIONS LLC

By: 

Name: Michael J. Hennessy, Sr.

Title: Chairman and CEO


*[Signature Page to Trademark Assignment]*

**TRADEMARK**  
**REEL: 006560 FRAME: 0361**


**SCHEDULE A**


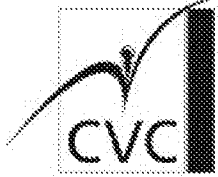

**Registered Trademarks**




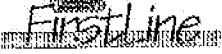

	<b>Country</b>	<b>Trademark</b>	<b>Record Owner</b>	<b>App. No.</b>	<b>Reg. No.</b>	<b>Status</b>
1.	US	APPLIED CLINICAL TRIALS	Advanstar Communications Inc.	78281277	2851053	Registered
2.	US	BIOPHARM	Advanstar Communications Inc.	75213929	2161099	Registered
3.	US	BIOPHARM	Advanstar Communications Inc.	78406529	2959787	Registered
4.	US	BIOPHARM INTERNATIONAL	Advanstar Communications Inc.	76432695	2796923	Registered
5.	US	CANCERNETWORK	UBM Medica LLC	77594547	4004237	Registered
6.	US	CANCERNETWORK	UBM Medica LLC	77594554	3918440	Registered
7.	US	CONTEMPORARY OB/GYN	Advanstar Communications Inc.	72447773	1009340	Registered
8.	US	CONTEMPORARY PEDIATRICS	Advanstar Communications Inc.	73541478	1379141	Registered
9.	US	CVC	Advanstar Communications Inc.	76436003	2740004	Registered
10.	Canada	DENTAL LAB PRODUCTS	Advanstar Communications Inc.	1113210	TMA71315 6	Registered
11.	US	DENTAL LAB PRODUCTS	Advanstar Communications Inc.	73499585	1346115	Registered
12.	Canada	DENTAL PRODUCTS REPORT	Advanstar Communications Inc.	364268	TMA20808 4	Registered
13.	US	DENTAL PRODUCTS REPORT	Advanstar Communications Inc.	72457004	987917	Registered
14.	US	DENTALPRODUCTSREP ORT	Advanstar Communications Inc.	85362049	4185249	Registered
15.	US	DERMATOLOGY TIMES	Advanstar Communications Inc.	73646350	1456511	Registered
16.	Canada	DERMATOLOGY TIMES OF CANADA	Advanstar Communications Inc.	756964	TMA45528 8	Registered
17.	Canada	DIAGNOSTIC IMAGING	UBM Medica Group LLC	450145	TMA25365 4	Registered
18.	Sweden	DIAGNOSTIC IMAGING	UBM Medica Group LLC	84-1407	201074	Registered
19.	US	DIAGNOSTIC IMAGING	UBM Medica Group LLC	76423718	2693275	Registered
20.	US	DISCUSSIONS IN PET IMAGING	UBM Medica Group LLC	78334603	4366329	Registered
21.	US	DRUG BENEFIT TRENDS	UBM Medica LLC	73828505	1598550	Registered

	Country	Trademark	Record Owner	App. No.	Reg. No.	Status
22.	US	DRUG TOPICS	Advanstar Communications Inc.	73318108	1198723	Registered
23.	US	DRUG TOPICS	Advanstar Communications Inc.	77160442	3503624	Registered
24.	US	DVM	Advanstar Communications Inc.	77034304	3257623	Registered
25.	US	DVM360	Advanstar Communications Inc.	85820345	4368616	Registered
26.	US	DVM360	Advanstar Communications Inc.	77477813	3696640	Registered
27.	US	DVM360	Advanstar Communications Inc.	85781260	4467645	Registered
28.	US	FIRSTLINE	Advanstar Communications Inc.	78524602	3197433	Registered
29.	US	FIRSTLINE LIVE	Advanstar Communications Inc.	75795839	2496965	Registered
30.	US	FORMULARY WATCH	Advanstar Communications Inc.	86111758	4717430	Registered
31.	US	ICT	Informa Exhibitions LLC	77024890	3300752	Registered
32.	US	ICT	Informa Exhibitions LLC	76546328	2886060	Registered
33.	US	INFECTION CONTROL TODAY	Informa Exhibitions LLC	75325221	2180566	Registered
34.	US	INFECTION CONTROL TODAY	Informa Exhibitions LLC	85236794	4016062	Registered
35.	US	LC GC (AND DESIGN) 	Advanstar Communications Inc.	75800732	2445230	Registered
36.	United Kingdom	LCGC INTERNATIONAL	Advanstar Communications Inc. (NY	1395840	1395840	Registered
37.	US	LOCUMLIFE	Advanstar Communications Inc.	85520021	4303835	Registered
38.	US	MANAGED HEALTHCARE EXECUTIVE	Advanstar Communications Inc.	76150761	2629128	Registered
39.	US	MEDICAL ECONOMICS	Advanstar Communications Inc.	73367577	1242071	Registered
40.	US	MEDICAL ECONOMICS	Advanstar Communications Inc.	77165369	3452237	Registered
41.	US	MEDICAL ECONOMICS (STYLIZED)	Advanstar Communications Inc.	71188271	183595	Registered

	Country	Trademark	Record Owner	App. No.	Reg. No.	Status
42.	US	MODERN MEDICINE	Advanstar Communications Inc.	77080771	3393609	Registered
43.	US	NUTRITIONAL OUTLOOK	UBM Canon LLC	78/128,866	2,850,682	Registered
44.	US	ONCOLOGY	UBM Medica LLC	74078428	1668091	Registered
45.	US	ONCOLOGY NURSE EDITION	UBM Medica LLC	77569013	3833130	Registered
46.	US	OPHTHALMOLOGY TIMES	Advanstar Communications Inc.	73646209	1461867	Registered
47.	US	OPHTHALMOLOGY TIMES AMERICA LATINA	Advanstar Communications Inc.	86231039	4628453	Registered
48.	US	OPHTHALMOLOGY TIMES EUROPE	Advanstar Communications Inc.	86231321	4628458	Registered
49.	US	OPTOMETRY TIMES	Advanstar Communications Inc.	77526864	3706472	Registered
50.	Portugal	PATIENT CARE	Advanstar Communications Inc.	331319	331319	Registered
51.	US	PATIENT-WISE	UBM Medica LLC	77339210	3785257	Registered
52.	US	PHARMACEUTICAL EXECUTIVE	Advanstar Communications Inc.	75213527	2147366	Registered
53.	US	PHARMACEUTICAL EXECUTIVE GLOBAL DIGEST	Advanstar Communications Inc.	86127900	4583399	Registered
54.	Poland	PHARMACEUTICAL REPRESENTATIVE	Advanstar Communications Inc.	380878	248176	Registered
55.	US	PHARMACEUTICAL REPRESENTATIVE	Advanstar Communications Inc.	74520264	1939293	Registered
56.	Argentina	PHARMACEUTICAL TECHNOLOGY	Advanstar Communications Inc.	1921390	1547406	Registered
57.	US	PHARMACEUTICAL TECHNOLOGY	Advanstar Communications Inc.	73774714	1603664	Registered
58.	US	PHYSICIAN'S PRACTICE	UBM Medica LLC	76035485	2603533	Registered
59.	US	PHYSICIANS PRACTICE PEARLS	UBM Medica LLC	76468445	2804360	Registered
60.	US	PHYSICIANS PRACTICE	UBM Medica LLC	76186810	2664237	Registered
61.	US	RN	Advanstar Communications Inc.	72054777	676731	Registered Renewal

	Country	Trademark	Record Owner	App. No.	Reg. No.	Status
62.	US	SEARCH MEDICA PROFESSIONAL MEDICAL SEARCH (AND DESIGN) 	UBM Medica LLC	77602095	3839740	Registered
63.	US	SEARCHMEDICA	UBM Medica LLC	77602018	4010768	Registered
64.	US	SEARCHMEDICA	UBM Medica LLC	77602027	4010769	Registered
65.	US	SEARCHMEDICA	UBM Medica LLC	77602033	4010770	Registered
66.	US	SMARTER BUSINESS. BETTER PATIENT CARE.	Advanstar Communications Inc.	76465979	2848851	Registered
67.	US	SPECACADEMY	Advanstar Communications Inc..	86224624	4642677	Registered
68.	US	SPECTROSCOPY	Advanstar Communications Inc.	75746038	2343638	Registered
69.	US	STUDENT ADVISOR	Advanstar Communications Inc.	76425731	2711239	Registered
70.	US	THE PSYCHIATRIC TIMES	UBM Medica LLC	73626663	1455247	Registered
71.	US	TURBOMACHINERY INTERNATIONAL	ENK International LLC	77438709	3560107	Registered
72.	US	UROLOGY TIMES	Advanstar Communications Inc.	73646213	1462774	Registered
73.	Canada	UROLOGY TIMES OF CANADA	Advanstar Communications Inc.	756965	TMA45838 3	Registered
74.	US	VETERINARY ECONOMICS	Advanstar Communications Inc.	74288981	1810700	Registered
75.	US	VETERINARY ECONOMICS	Advanstar Communications Inc.	76500288	2852171	Registered
76.	US	VETERINARY MEDICINE	Advanstar Communications Inc.	74288982	1810701	Registered
77.	US	VETERINARY ECONOMICS HD HOSPITAL DESIGN CONFERENCE	Advanstar Communications Inc.	76500287	2816655	Registered

<b><u>Unregistered Trademarks</u></b>	
1.	ABSTRACTS IN HEMATOLOGY & ONCOLOGY
2.	ADVANCES IN PSYCHIATRIC MEDICINE
3.	APPLIED NEUROLOGY
4.	BEHAVIORAL HEALTH TRENDS
5.	BIOMECHANICS
6.	CANCERNETWORK.COM
7.	CENTRAL VETERINARY CONFERENCE
8.	CHEMANALYSIS
9.	CMPMEDICA
10.	COSMETIC SURGERY TIMES
11.	COAB CLINICAL ONCOLOGY ADVISORY BOARD
12.	CONSULTANTLIVE.COM
13.	CONVENTIONS FOR VETERINARY CARE
14.	CVC (DESIGN) 
15.	CVC (DESIGN) 
16.	DENTAL GROUP NEWS
17.	DENTAL PRACTICE REPORT
18.	DIABETES TRENDS
19.	DPR
20.	DTC TIMES/THE MAGAZINE OF CONSUMER HEALTH CARE MARKETING
21.	DVM BEST PRACTICES
22.	ENDOCRINOLOGY NETWORK
23.	ENTERPRISE IMAGING & IT
24.	FORMULARY
25.	GERIATRICS
26.	HEALTHCARE MARKETING AND MEDIA
27.	HEARING INSTRUMENTS
28.	HIT
29.	HOSPITAL FORMULARY
30.	INFECTION CONTROL REPORT
31.	INFECTIONS IN MEDICINE
32.	LC-GC (DESIGN) 
33.	MANAGED HEALTHCARE
34.	MANAGED HEALTHCARE NEWS
35.	MEDICAL ECONOMICS VIRTUAL CLASSROOM
36.	MODERN DENTAL NETWORK
37.	MODERN HEALTH FOR MEN

38.	MODERN HYGIENIST
39.	MOLECULAR IMAGING OUTLOOK
40.	NATIONAL VETERINARY WEEK (DESIGN) 
41.	NEUROLOGY TIMES
42.	ONCOLOGY NEWS INTERNATIONAL
43.	ONCOLOGY NURSE EDITION
44.	ONCOTHERAPY NETWORK
45.	PATIENT – WISE
46.	PHARMACIST LIFE
47.	PHARMACY LIFE
48.	PHYSICIAN'S MANAGEMENT
49.	PRACTICAL CARDIOLOGY
50.	PSYCHIATRIC ISSUES IN EMERGENCY CARE SETTINGS
51.	PSYCHIATRIC REPORTER
52.	PSYCHIATRIC TIMES
53.	RHEUMATOLOGY NETWORK
54.	STUDENT ADVISOR PREPARING FOR THE BUSINESS OF VETERINARY MEDICINE
55.	SEARCH MEDICA PROFESSIONAL MEDICAL SEARCH (DESIGN) 
56.	TECHLEARN
57.	THE AIDS READER
58.	THE JOURNAL OF CRITICAL ILLNESS
59.	THE JOURNAL OF RESPIRATORY DISEASES
60.	THE JOURNAL OF MUSCULOSKELETAL MEDICINE
61.	THE VETERINARY CE ADVISOR (DESIGN) 
62.	THEONC
63.	TRENDS IN DENTISTRY
64.	UROLOGY CONGRESS
65.	VETERINARY ECONOMICS FIRSTLINE (DESIGN) 
66.	VETERINARY ECONOMICS PROGRESS IN PRACTICE SEMINARS
67.	VETERINARY HEALTHCARE COMMUNICATIONS
68.	VETERINARY PHARMACEUTICALS AND BIOLOGICALS
69.	VET DATA (DESIGN) 
70.	VETGUIDE
71.	VETGUIDE.COM
72.	VIDEO OB/GYN TIMES

73.	VIDEO UROLOGY TIMES
74.	VPB
75.	WORLDPHARM
76.	YOUR DVM CAREER