

**TRADEMARK ASSIGNMENT COVER SHEET**

Electronic Version v1.1  
 Stylesheet Version v1.2

ETAS ID: TM535799

|   |  |                                     |                                  |
|---|--|-------------------------------------|----------------------------------|
| <b>SUBMISSION TYPE:</b>   | NEW ASSIGNMENT   |                                     |                                  |
| <b>NATURE OF CONVEYANCE:</b>  | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL                                     |                                     |                                  |
| <b>CONVEYING PARTY DATA</b>   |  |                                     |                                  |
| <b>Name</b>   | <b>Formerly</b>  | <b>Execution Date</b>               | <b>Entity Type</b>               |
| International Sanitary Supply Association   |  | 07/26/2019                          | non-profit corporation: ILLINOIS |
| <b>RECEIVING PARTY DATA</b>   |  |                                     |                                  |
| <b>Name:</b>  | Informa Exhibitions U.S. Construction & Real Estate, Inc.                              |                                     |                                  |
| <b>Street Address:</b>  | 6191 N. State Highway  |                                     |                                  |
| <b>Internal Address:</b>  | Suite 500  |                                     |                                  |
| <b>City:</b>  | Irving   |                                     |                                  |
| <b>State/Country:</b>   | TEXAS  |                                     |                                  |
| <b>Postal Code:</b>   | 75038  |                                     |                                  |
| <b>Entity Type:</b>   | Corporation: DELAWARE  |                                     |                                  |
| <b>PROPERTY NUMBERS Total: 1</b>  |  |                                     |                                  |
| <b>Property Type</b>  | <b>Number</b>  | <b>Word Mark</b>                    |                                  |
| <b>Registration Number:</b>   | 4744733  | THE ONE SHOW FOR FACILITY SOLUTIONS |                                  |
| <b>CORRESPONDENCE DATA</b>  |  |                                     |                                  |
| <b>Fax Number:</b>  | 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> |  |                                     |                                  |
| <b>Phone:</b>   | 312-781-6013   |                                     |                                  |
| <b>Email:</b>   | chicago.trademarks@kigates.com, valerie.swanson@kigates.com, kate.starshak@kigates.com |                                     |                                  |
| <b>Correspondent Name:</b>  | Kathryn Starshak c/o K&L Gates LLP   |                                     |                                  |
| <b>Address Line 1:</b>  | P.O. Box 1135  |                                     |                                  |
| <b>Address Line 4:</b>  | Chicago, ILLINOIS 60690-1135   |                                     |                                  |
| <b>ATTORNEY DOCKET NUMBER:</b>  | 3724469-1  |                                     |                                  |
| <b>NAME OF SUBMITTER:</b>   | Kathryn Starshak   |                                     |                                  |
| <b>SIGNATURE:</b>   | /Kathryn Starshak/   |                                     |                                  |
| <b>DATE SIGNED:</b>   | 08/08/2019   |                                     |                                  |
| <b>Total Attachments: 5</b>   |  |                                     |                                  |
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## ASSIGNMENT OF INTELLECTUAL PROPERTY AND DATABASES

This ASSIGNMENT OF INTELLECTUAL PROPERTY AND DATABASES (this "Assignment") is made this 26<sup>th</sup> day of July, 2019, by The International Sanitary Supply Association, a nonprofit corporation organized under the laws of the State of Illinois ("Assignor"), to and in favor of Informa Exhibitions U.S. Construction & Real Estate, 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 (the "Purchase Agreement"), dated as of even date herewith, 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.

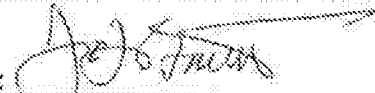
5. Conflict. This Assignment is being delivered pursuant to, and is subject to the applicable terms and conditions of, the Purchase Agreement. In the event of any conflict between the terms of the Purchase Agreement and the terms of this Assignment, the terms of the Purchase Agreement shall prevail to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

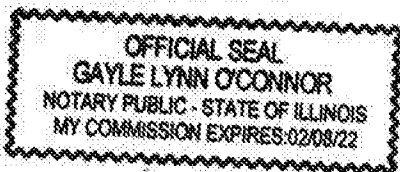
THE INTERNATIONAL SANITARY SUPPLY ASSOCIATION.

By:   
Name: John H. Barrett  
Title: Executive Director

STATE OF Illinois )  
 )ss:  
COUNTY OF Cook )

On this 25<sup>th</sup> day of July 2019, before me the undersigned, a Notary Public for the County of Cook, personally appeared John H. Barrett, known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he or she executed the same in his or her authorized capacity on behalf of The International Sanitary Supply Association, and that by his or her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

Witness my hand and official seal.



Gayle Lynn O'Connor  
Signature of Notary

List of Intellectual Property

1. All exhibitor historical and financial data
2. All attendee historical and demographic data
3. Attendee prospect data
4. Speaker contacts
5. Press contacts
6. Historical documents and files related to the Event
7. "One Show for Facility Solutions"; Service Mark; USPTO Reg. No. 4,744,733