

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM538945

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	Asset Purchase Agreement		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
WS MANEY & SON LTD.		04/13/2016	Company: UNITED KINGDOM
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	INFORMA UK LIMITED		
<b>Street Address:</b>	5 Howick Place		
<b>City:</b>	London		
<b>State/Country:</b>	UNITED KINGDOM		
<b>Postal Code:</b>	SW1P1WG		
<b>Entity Type:</b>	Company: UNITED KINGDOM		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4395194	CRANIO	
<b>Registration Number:</b>	4549411	THE JOURNAL OF CRANIOMANDIBULAR & SLEEP	
<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@klgates.com, valerie.swanson@klgates.com, kate.starshak@klgates.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>	6014971.00012		
<b>NAME OF SUBMITTER:</b>	Kathryn Starshak		
<b>SIGNATURE:</b>	/Kathryn Starshak/		
<b>DATE SIGNED:</b>	08/30/2019		
<b>Total Attachments: 8</b>			
source=1Final Redacted Version of CRANIO Agreement - extract only#page1.tif			
source=1Final Redacted Version of CRANIO Agreement - extract only#page2.tif			
source=1Final Redacted Version of CRANIO Agreement - extract only#page3.tif			

CH \$65.00 4395194

source=1Final Redacted Version of CRANIO Agreement - extract only#page4.tif

source=1Final Redacted Version of CRANIO Agreement - extract only#page5.tif

source=1Final Redacted Version of CRANIO Agreement - extract only#page6.tif

source=1Final Redacted Version of CRANIO Agreement - extract only#page7.tif

source=1Final Redacted Version of CRANIO Agreement - extract only#page8.tif

DATED

13 April 2016

**ASSET PURCHASE AGREEMENT**

between

**WS MANEY & SON LIMITED**

and

**INFORMA UK LIMITED**

THIS AGREEMENT is dated 13 April 2016

**PARTIES**

- (1) WS MANEY & SON Limited a private company incorporated and registered in England and Wales with company number 01922017 whose registered office is at 5 Howick Place, London, SW1P 1WG (Seller); and
- (2) Informa UK Limited a private company incorporated and registered in England and Wales with company number 01072954 whose registered office is at 5 Howick Place, London, SW1P 1WG (Buyer).

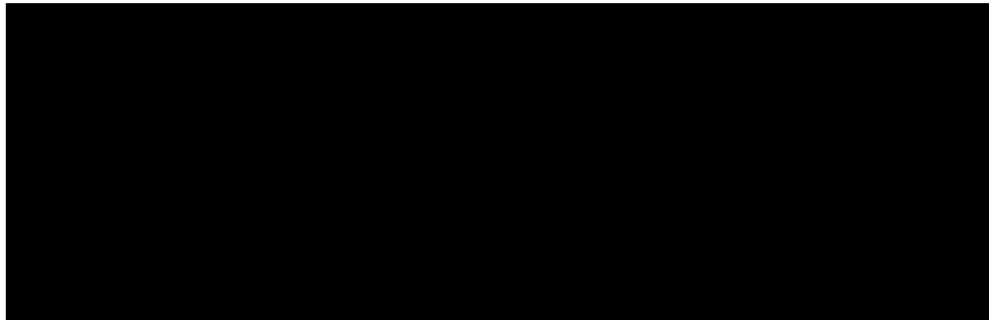
**BACKGROUND**

- (A) The Seller has agreed to sell and the Buyer has agreed to purchase the Business (together with the Assets) as a going concern subject to and on the terms and conditions of this agreement.
- (B) The Seller and Buyer are both group companies of Informa Plc, the ultimate parent company of the group at the date of this agreement.

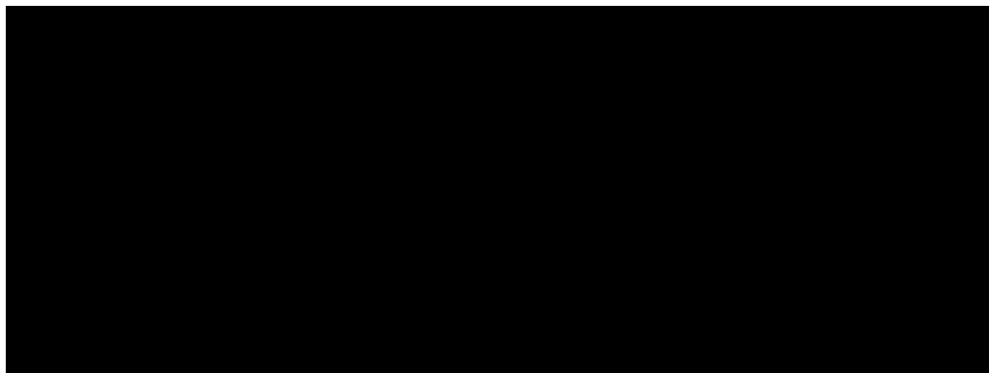
**AGREED TERMS**

**1. INTERPRETATION**

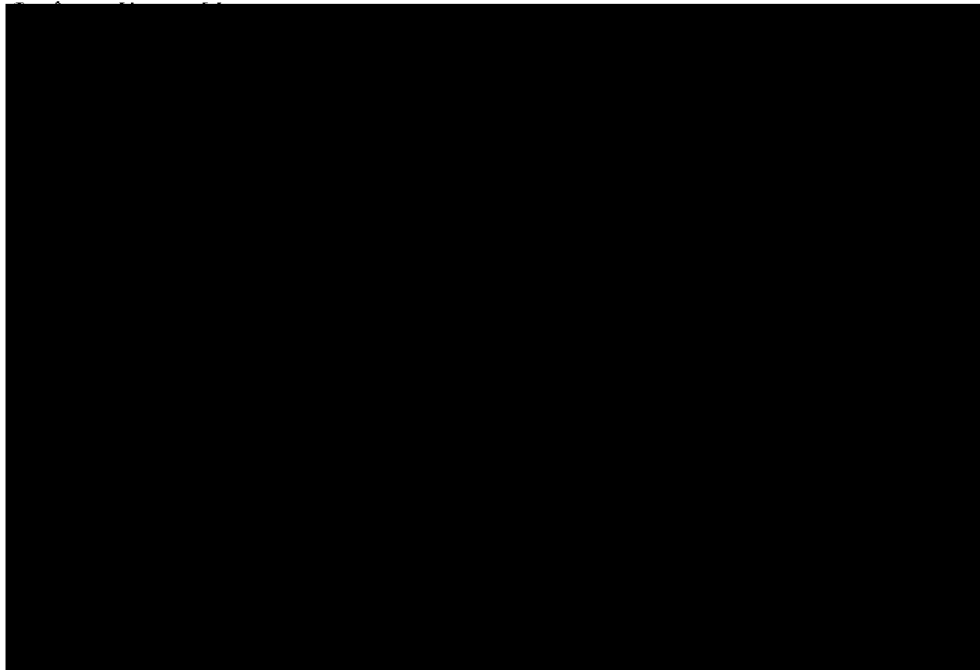
- 1.1 The definitions and rules of interpretation in this clause apply in this agreement.



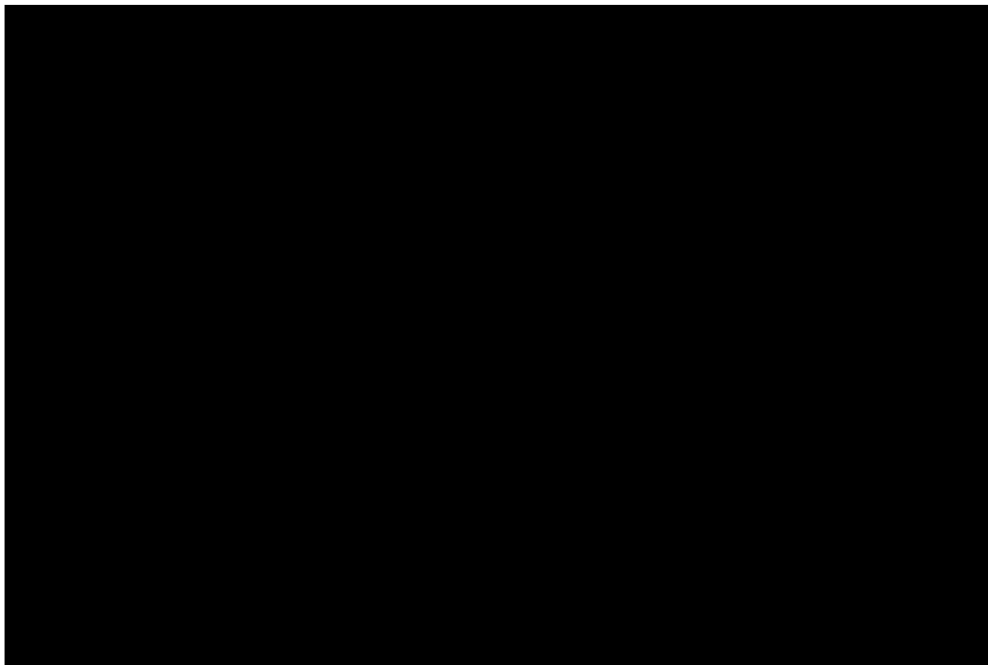
Business: the business carried on by the Seller at the Effective Time.



**Business Intellectual Property Rights:** all Intellectual Property Rights, Domain Names and Social Media Accounts owned, used or held for use by the Seller in, or in connection with, the Business.

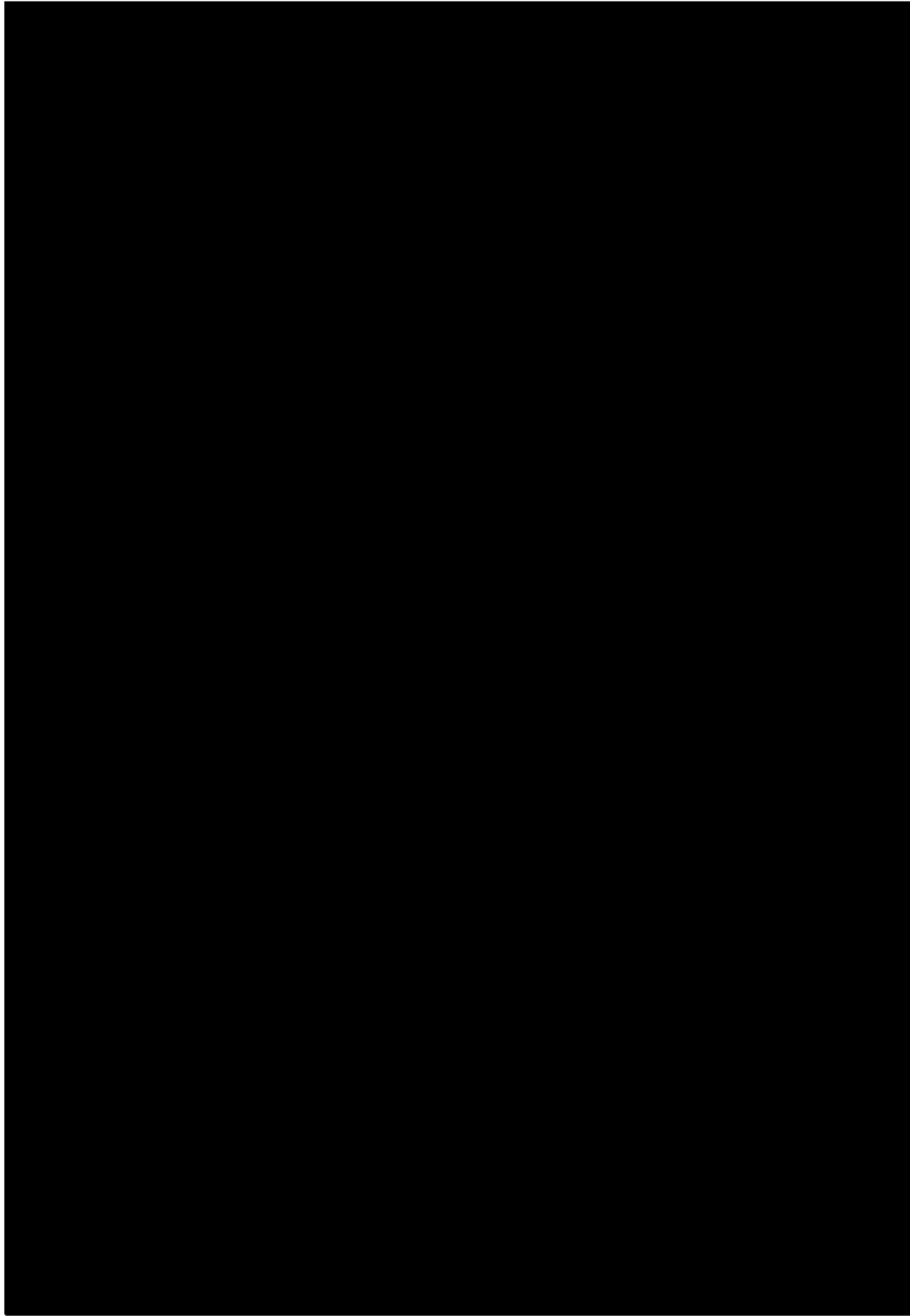


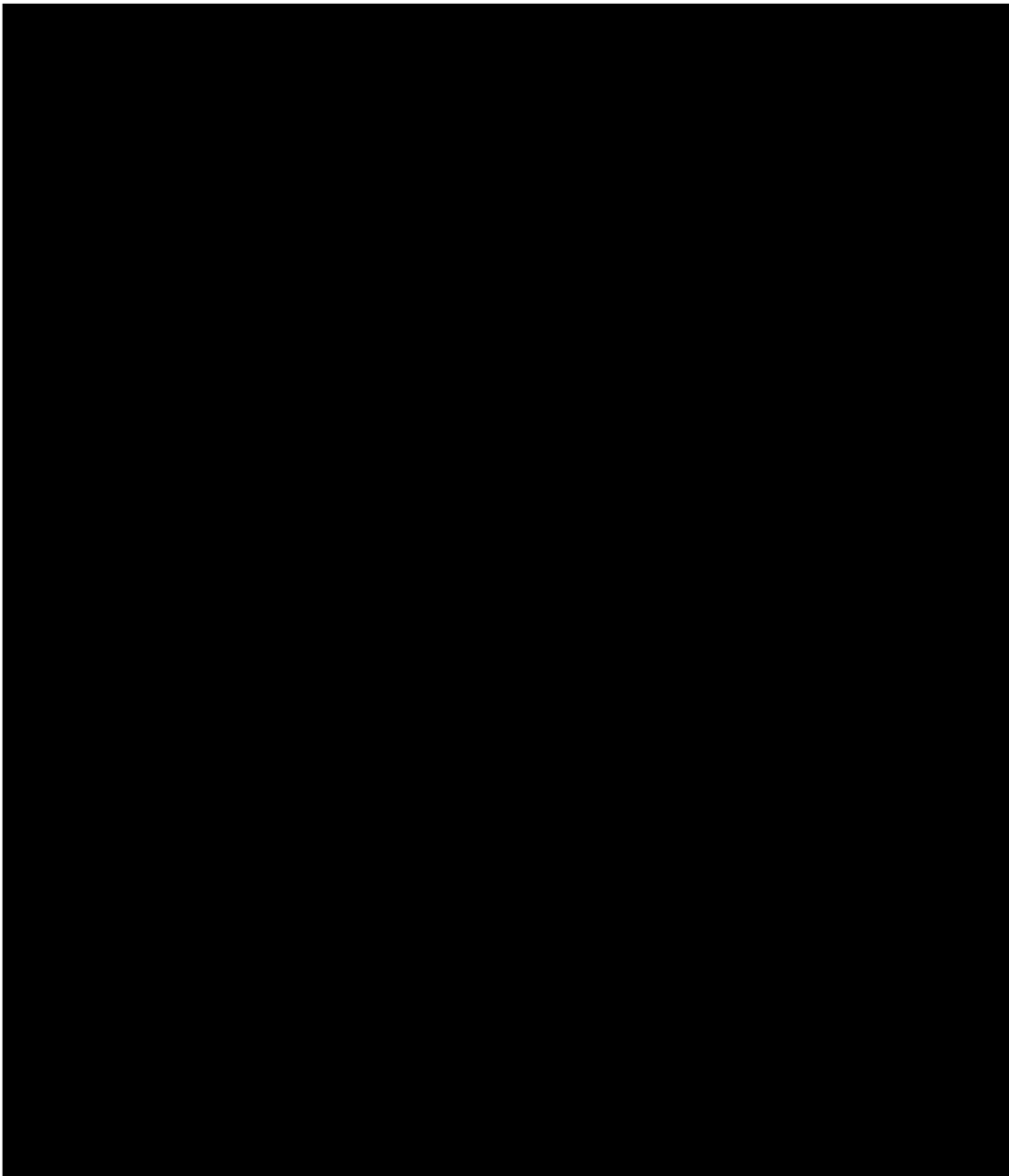
Effective Time: 00.01 on 1 December 2015.



**Intellectual Property Rights:** patents, rights to inventions, utility models, copyright, trade marks, service marks, trade, business and domain names, rights in trade dress or get-up, rights in goodwill or to sue for passing off, unfair competition rights, rights in designs, rights in computer software, database rights, topography rights, rights in confidential information (including know-how and trade secrets) and any other

intellectual property rights, in each case whether registered or unregistered and including all applications for and renewals or extensions of such rights, and all similar or equivalent rights or forms of protection in any part of the world.



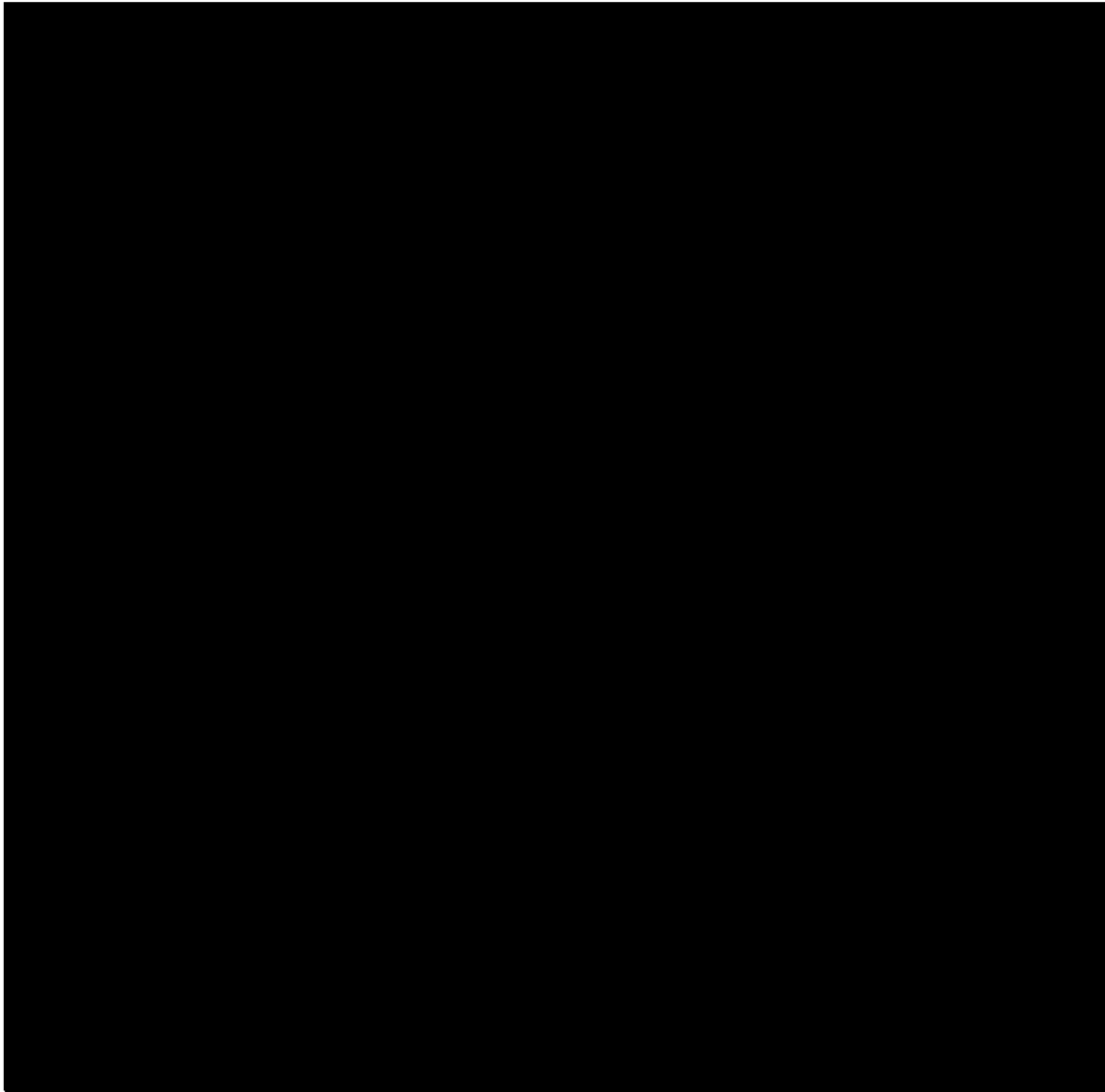


2. AGREEMENT TO SELL AND PURCHASE

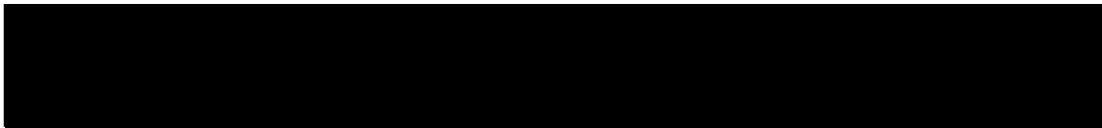
2.1 The Seller shall sell free from all Encumbrances and the Buyer shall buy, with effect from the Effective Time, the Business as a going concern together with the assets listed below:

- (a) the Goodwill;
- (b) the Fixed Assets;
- (c) the benefit (subject to the burden) of the Contracts;
- (d) the Stock;
- (e) the Business information;

- (f) the IT System;
- (g) the Book Debts;
- (h) the Business Name;
- (i) the Business Intellectual Property Rights;
- (j) the Records;
- (k) the Business Claims; and
- (l) all other property, rights and assets owned by the Seller (including those assets relating to Tax) and used, enjoyed or exercised or intended to be used, enjoyed or exercised in the Business at the Effective Time. This Agreement shall constitute an effective assignment of the Business and the Assets.

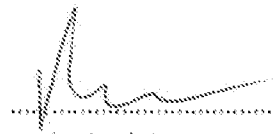






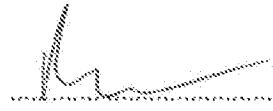
This agreement has been entered into on the date stated at the beginning of it.

Signed by WS MANEY & SON Limited  
acting by an authorised signatory



.....  
Authorised signatory

Signed by Informa UK Limited  
acting by an authorised signatory



.....  
Authorised signatory