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Form PTO-1594

(Rev. 03/01)

OMB No. 0651-0027 (exp. 5/31/2002)

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RECORDATION FOR
FINANCE SECTION TRADEMARKU.S. DEPARTMENT OF COMMERCE
Trademark Office

102034431

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

3.12.02
Advanstar Communications Inc.

- ☐ Individual(s) ☐ Association
☐ General Partnership ☐ Limited Partnership
☒ Corporation-State New York
☐ Other _____

Additional name(s) of conveying party(ies) attached? ☐ Yes ☒ No

3. Nature of conveyance:

- ☒ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☐ Other _____

Execution Date: _____

2. Name and address of receiving party(ies)

Name: Gartner Group, Inc.

Internal

Address: _____

Street Address: 56 Top Gallant Road

City: Stamford State: CT Zip: 06904

- ☐ Individual(s) citizenship _____
☐ Association _____
☐ General Partnership _____
☐ Limited Partnership _____
☒ Corporation-State Connecticut
☐ Other _____

If assignee is not domiciled in the United States, a domestic
 representative designation is attached: ☐ Yes ☐ No
 (Designations must be a separate document from assignment)
 Additional name(s) & address(es) attached? ☐ Yes ☐ No

4. Application number(s) or registration number(s):

A. Trademark Application No.(s) _____

B. Trademark Registration No.(s) 2527374

Additional number(s) attached ☐ Yes ☒ No5. Name and address of party to whom correspondence
concerning document should be mailed:

Name: Martha M. Markusen

Internal Address: 700 Lonsdale Building

Street Address: 302 West Superior Street

City: Duluth State: MN Zip: 55802

6. Total number of applications and
registrations involved: 1

7. Total fee (37 CFR 3.41).....\$ 40.00

- ☒ Enclosed
☐ Authorized to be charged to deposit account

8. Deposit account number: _____

DO NOT USE THIS SPACE

9. Signature.

Martha M. Markusen, Attorney for Applicant

Name of Person Signing

Signature

Date

Total number of pages including cover sheet, attachments, and document: 1

Mail documents to be recorded with required cover sheet information to:
 Commissioner of Patent & Trademarks, Box Assignments
 Washington, D.C. 20231

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40.00 DP

TRADEMARK
 REEL: 002470 FRAME: 0606

TRADEMARK ASSIGNMENT

WHEREAS Advanstar Communications Inc., a New York corporation located at 7500 Old Oak Boulevard, Cleveland, Ohio 44130 (the "Assignor") is the sole and exclusive owner of all right, title and interest in and to the trademark *IEB* registered with the United States Patent and Trademark Office as No. 2527374 on January 8, 2002 (the "Mark"); and

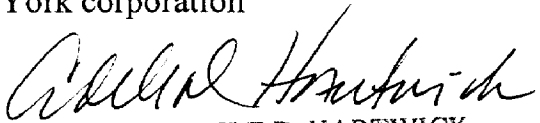
WHEREAS, Gartner Group, Inc., a Connecticut Corporation located at 56 Top Gallant Road, Stamford, Connecticut 06904 (the "Assignee") is desirous of acquiring an undivided one-half interest in the above-referenced Mark;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby mutually acknowledged, Assignor hereby sells, assigns, transfers and sets over to Assignee, an undivided one-half interest in the right and title of Assignor in and to said Mark, and the business and goodwill of the business in connection with the aforesaid Mark, along with the right to recover for damages and profits for past infringements thereof.

In WITNESS WHEREOF, the undersigned has executed this Assignment effective as of *MARCH 6, 2002*, 2002.

ADVANSTAR COMMUNICATIONS INC.
a New York corporation

By
Its:


ADELE D. HARTWICK
VP, TREASURER & CONTROLLER

3/6/02

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