

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
-------------------------	----------------

NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
------------------------------	--

CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Exhibitor Visibility Worldwide, L.L.C.		11/30/2004	Limited Liability Company: KANSAS

RECEIVING PARTY DATA	
Name:	Ascend Media, LLC
Street Address:	11600 College Boulevard
City:	Overland Park
State/Country:	KANSAS
Postal Code:	66210
Entity Type:	Limited Liability Company: DELAWARE

PROPERTY NUMBERS Total: 1		
Property Type	Number	Word Mark
Registration Number:	2321089	EXHIBITOR VISIBILITY WORLDWIDE

CORRESPONDENCE DATA	
Fax Number:	(816)292-2001
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Email:	ipdocketing@lathropgage.com
Correspondent Name:	Peter C. Knops
Address Line 1:	2345 Grand Boulevard, Suite 2300
Address Line 4:	Kansas City, MISSOURI 64108-2618

NAME OF SUBMITTER:	Aimee Britt
---------------------------	-------------

Total Attachments: 2 source=ascend-3#page1.tif source=ascend-4#page1.tif

CH \$40.00 2321089

ASSIGNMENT

This Agreement is entered into by and between Exhibitor Visibility Worldwide, L.L.C. (hereinafter "ASSIGNOR"), a limited liability company duly organized under the laws of the State of Kansas, having an address 6400 West 110th Street, Suite 206, Overland Park, KS 66211; and Ascend Media, LLC (hereinafter "ASSIGNEE"), a limited liability company duly organized under the laws of the State of Delaware, having an address of 11600 College Blvd., Overland Park, KS 66210.

Whereas, ASSIGNOR, has adopted, used and/or licensed the use of, and is using and/or licensing the use of the mark EXHIBITOR VISIBILITY WORLDWIDE (hereinafter "the Mark"), and has registered the Mark as United States Certificate of Trademark Reg. No. 2,321,089 (hereinafter "the Registration"); and

Whereas, ASSIGNEE is desirous of acquiring all right, title and interest in, to and under the Mark and the Registration.

Now, therefore, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR has sold, assigned and transferred, and by these presents does hereby sell, assign and transfer unto ASSIGNEE the full and exclusive right, title and interest, throughout the world, in, to and under the Mark and the Registration, together with the goodwill of the business symbolized by the Mark and the right to sue for and collect on all claims for damages by reason of past infringement of the Mark or the Registration.

This Agreement is executed this 30th day of November, 2004.

EXHIBITOR VISIBILITY WORLDWIDE, L.L.C.

By: *Linette Atwood*
Linette Atwood, Chief Executive Officer

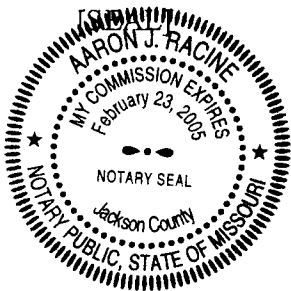
STATE OF)
) ss.
County of)

On this 26th day of November, 2004, before me personally appeared Linette Atwood, to me known to be the person described in and who executed the foregoing instrument, and who duly acknowledged to me that he executed the same for the uses and purposes therein set forth.

[Signature]
Notary Public

My Commission expires:

2/23/05



ASCEND MEDIA, LLC

By: *Cameron B. Bishop*
Cameron B. Bishop, President and Chief Executive Officer

STATE OF)
) ss.
County of)

On this 30 day of November, 2004, before me personally appeared Cameron B. Bishop, to me known to be the person described in and who executed the foregoing instrument, and who duly acknowledged to me that he executed the same for the uses and purposes therein set forth.

Linda L. Elvin
Notary Public

My Commission expires:

8/19/06
[SEAL]

