

# 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
Advanstar Communications Inc.		05/23/2005	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	Questex Media Group, Inc.		
Street Address:	275 Grove Street		
City:	Newton		
State/Country:	MASSACHUSETTS		
Postal Code:	02466		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 87			
Property Type	Number	Word Mark	
Registration Number:	2055343	ABILITIES EXPO	
Registration Number:	1765843	AMERICAN SALON	
Registration Number:	1373157	AMERICAN SALON	
Registration Number:	2188654	AMERICAN SPA	
Registration Number:	2828715	AMERICAN SPA EXPO	
Registration Number:	1903938	AMERICA'S NETWORK	
Serial Number:	78376756	APPLIED MOBILITY	
Serial Number:	78376752	APPLIED MOBILITY	
Registration Number:	1574871	BROWN'S DIRECTORY OF NORTH AMERICAN ANDINTERNATIONAL GAS COMPANIES	
Registration Number:	2209005	CADALYST	
Registration Number:	2367257	CALLCENTERLIVE	
Registration Number:	2718214	COLLABORATE CONFERENCE & EXPO	
Registration Number:	2445329	COMPETITIVE CARRIER	

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Registration Number:	2576820	CUSTOMER CONTACT WEEK
Registration Number:	2574657	CUSTOMER INTERFACE
Registration Number:	2450373	CUSTOMER RELATIONSHIP MANAGEMENT SOLUTIONS
Registration Number:	2376210	DCC EXPO
Serial Number:	78505020	HOME MEDIA RETAILING
Registration Number:	1337123	
Registration Number:	2530946	DVD FESTIVAL
Registration Number:	2583937	E-LEARNING MAGAZINE
Registration Number:	1476386	ENTERTAINMENT MERCHANDISING
Registration Number:	2405724	FIELD SERVICE SOLUTIONS
Registration Number:	2897524	FRONTLINE SOLUTIONS
Registration Number:	2564770	GEOSPATIAL SOLUTIONS
Registration Number:	2341952	GOLFDOM
Registration Number:	1666686	GPS WORLD
Registration Number:	1382276	GREEN BOOK
Registration Number:	1618020	HAIRCOLOR USA
Serial Number:	78536293	HOME MEDIA RESEARCH
Serial Number:	78491614	HOME MEDIA RETAILING
Registration Number:	1758302	HOTEL & MOTEL MANAGEMENT
Registration Number:	2953949	HOTEL DESIGN
Registration Number:	2329175	ICCM
Registration Number:	1882460	INTERNATIONAL BEAUTY SHOW
Serial Number:	78503447	INTERNATIONAL SENSORS EXPO & CONFERENCE
Registration Number:	2811953	LANDSCAPE DESIGN/BUILD
Registration Number:	1557418	LANDSCAPE MANAGEMENT
Registration Number:	2777012	LEARNING & TRAINING WEEK
Registration Number:	1362332	LONG BEACH HAIRDRESSER'S GUILD'S
Registration Number:	1584614	LP/GAS
Serial Number:	78476303	LUXURY AGENT
Serial Number:	78491322	LUXURY TRAVEL ADVISOR
Serial Number:	78407838	LUXURY TRAVEL EXPO
Registration Number:	2907422	LUXURY TRAVEL GUIDE
Registration Number:	2712207	THE NET ECONOMY
Registration Number:	1581463	OFFICIAL BOARD MARKETS
Serial Number:	78483772	ON DEMAND

Registration Number:	1899120	ON DEMAND DIGITAL PRINTING & PUBLISHING
Registration Number:	828228	PAPERBOARD PACKAGING
Registration Number:	2615805	PARCEL LOGISTICS EXPO SOLUTIONS FOR MASTERING THE FULFILLMENT PROCESS
Registration Number:	869723	PEST CONTROL
Registration Number:	1960218	PIT & QUARRY
Registration Number:	508767	PIT & QUARRY
Serial Number:	78500535	PP&E PORTABLE PLANTS & EQUIPMENT
Registration Number:	2474370	PREMIER HONEYMOONS
Registration Number:	2170599	PREMIER HOTELS & RESORTS
Serial Number:	78432407	PREMIER HOTELS & RESORTS
Registration Number:	2848753	PREMIER ROMANCE
Registration Number:	2376305	PREMIER SPAS
Registration Number:	2419821	RESPONSE
Serial Number:	78491977	RFID SYSTEMS
Serial Number:	78484211	RFID SYSTEMS
Registration Number:	2198428	RNT
Registration Number:	1072234	RSI
Registration Number:	1806882	SALON NEWS
Registration Number:	1389382	SAN DIEGO BEAUTY & TRADE SHOW
Registration Number:	1360961	SCAN-TECH
Registration Number:	1818907	SENSORS
Registration Number:	1867152	SENSORS EXPO
Registration Number:	2417023	SENSORS EXPRESS
Registration Number:	2552603	SENSORS EXPRESS THE NEWS YOU CHOOSE
Registration Number:	2403624	SENSORS EXPRESS
Registration Number:	2384041	SHADES OF BEAUTY
Serial Number:	78518471	TECHLEARN
Registration Number:	2211250	TECHLEARN
Registration Number:	2369565	TELECOM INVESTOR
Registration Number:	2346550	TELEPRESS LATINOAMERICA
Registration Number:	1399352	TRAVEL AGENT
Registration Number:	1934846	TRAVEL AGENT OFFICIAL TRAVEL INDUSTRY DIRECTORY
Registration Number:	1365533	VIDEO STORE
Registration Number:	2333991	WEB MERCHANT

Registration Number:	2633869	WIRELESSAMERICAS
Registration Number:	2242228	WIRELESS ASIA
Registration Number:	2236287	WIRELESS COMUNICACIONES
Serial Number:	78482979	WIRELESS SENSORS
Serial Number:	78492065	WIRELESS SENSORS

#### CORRESPONDENCE DATA

Fax Number: (617)345-3299

*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

Phone: 617-345-3000

Email: trademarks@BURNSLEV.com

Correspondent Name: Anne Pareti

Address Line 1: 125 Summer Street

Address Line 2: Burns & Levinson LLP

Address Line 4: Boston, MASSACHUSETTS 02110

NAME OF SUBMITTER:

Anne Pareti

Signature:

/Anne Pareti/

Date:

08/29/2005

Total Attachments: 6

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## TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT is dated effective as of May 23, 2005 (this "Assignment") between Advanstar Communications Inc., a New York corporation, Advanstar, Inc., a Delaware corporation, Advanstar Expositions Canada Limited, a Federal Canadian Corporation, and Advanstar.com Inc., a Delaware corporation (collectively, the "Assignor"), and Questex Media Group, Inc., a Delaware corporation (the "Assignee").

WHEREAS, pursuant to that certain Asset and Share Purchase Agreement between Assignor and Assignee dated as of April 2, 2005 (the "ASPA"), Assignor has agreed to sell to the Assignee substantially all of the assets of the Business (capitalized terms used herein and not otherwise defined herein shall have the meanings assigned to them in the ASPA) and has agreed to assign to the Assignee all of the Assignor's rights, title and interest in and to Assignor's Intellectual Property relating to those assets, including without limitation the trademarks identified on Schedule A attached hereto and all registered and unregistered domestic and foreign trademarks, trademark applications and renewal rights relating thereto (the "Marks").

NOW THEREFORE, in consideration of the ASPA and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto agree as follows:

1. Assignment. The Assignor hereby assigns to the Assignee, its successors and assigns, all of Assignor's rights, title and interests in and to the Marks, together with the goodwill associated therewith.
2. Further Assurances. Assignor agrees, at the Assignee's expense and request: (i) to furnish to Assignee, its representatives, agents, successors and assigns documentation relating to or supporting chain of title in and to the Marks; (ii) to testify in any interference or other legal proceedings whenever reasonably requested; (iii) to execute and deliver whenever reasonably requested all lawful papers required to make any of the foregoing provisions effective; and (iv) to generally provide all further cooperation reasonably requested, including taking such further action and executing such additional documents, which Assignee, its successors and assigns reasonably request to secure, obtain or enforce proper protection for the Marks and all associated rights in this or any foreign country.
3. Authorization. The Assignor authorizes and requests the Commissioner of Patents and Trademarks of the United States, and any other official throughout the world whose duty is to register and record ownership in trademark registrations and applications for registration of trademarks, to record the Assignee as the assignee and owner of any and all of the Assignor's rights in the Marks.
4. Governing Law. This Agreement will be governed by and construed and interpreted in accordance with the substantive Laws of the State of New York, without

giving effect to any choice of law or conflicts of law provision or rule that would cause the application of the Laws of a jurisdiction other than New York.

IN WITNESS WHEREOF, the parties have duly executed this Assignment as of the Effective Date.

ADVANSTAR COMMUNICATIONS INC.

By:   
Name: ADELE D. HARTWICK  
Title: VP, TREASURER & CONTROLLER

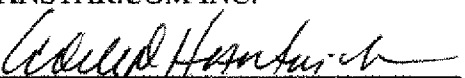
ADVANSTAR, INC.

By:   
Name: ADELE D. HARTWICK  
Title: VP, TREASURER & CONTROLLER

ADVANSTAR EXPOSITIONS CANADA  
LIMITED

By:   
Name: ADELE D. HARTWICK  
Title: VP, TREASURER & CONTROLLER

ADVANSTAR.COM INC.

By:   
Name: ADELE D. HARTWICK  
Title: VP, TREASURER & CONTROLLER

ACCEPTED  
QUESTEX MEDIA GROUP, INC.

By:   
Name: Thomas E. Connolly  
Title: VP/CEO

**Schedule A**

**Marks**

<b>Mark</b>	<b>Ser. No.</b>	<b>Reg. No.</b>	<b>Owner</b>
ABILITIES EXPO	75/117,921	2,055,343	Advanstar Communications Inc.
AMERICAN SALON	74/283,402	1,765,843	Advanstar Communications Inc.
AMERICAN SALON	73/550,237	1,373,157	Advanstar Communications Inc.
AMERICAN SPA	75/370,825	2,188,654	Advanstar Communications Inc.
AMERICAN SPA EXPO	78/182,917	2,828,715	Advanstar Communications Inc.
AMERICA'S NETWORK	74/521,423	1,903,938	Advanstar Communications Inc.
APPLIED MOBILITY	78/376,756		Advanstar Communications Inc.
APPLIED MOBILITY	78/376,752		Advanstar Communications Inc.
BROWN'S DIRECTORY OF NORTH AMERICAN AND INTERNATIONAL GAS COMPANIES	73/786,572	1,574,871	Advanstar Communications Inc.
CADALYST	75/392,187	2,209,005	Advanstar Communications Inc.
CALLCENTERLIVE	75/689,047	2,367,257	Advanstar Communications Inc.
COLLABORATE CONFERENCE & EXPO	76/258,013	2,718,214	Advanstar Communications Inc.
COMPETITIVE CARRIER	75/817,633	2,445,329	Advanstar Communications Inc.
CUSTOMER CONTACT WEEK	76/019,906	2,576,820	Advanstar Communications Inc.
CUSTOMER INTERFACE	75/877,056	2,574,657	Advanstar Communications Inc.
CUSTOMER RELATIONSHIP MANAGEMENT SOLUTIONS	76/108,116	2,450,373	Advanstar Communications Inc.
DCC EXPO	75/326,833	2,376,210	Advanstar Communications Inc.
HOME MEDIA RETAILING & Design	78/505,020		Advanstar Communications Inc.
Ladies Head Design	73/502,244	1,337,123	Advanstar Communications Inc.
DVD FESTIVAL	76/023,754	2,530,946	Advanstar Communications Inc.
E-LEARNING MAGAZINE	75/877,057	2,583,937	Advanstar Communications Inc.
ENTERTAINMENT MERCHANDISING	73/642,674	1,476,386	Advanstar Communications Inc.
FIELD SERVICE SOLUTIONS	75/752,273	2,405,724	Advanstar Communications Inc.
FRONTLINE SOLUTIONS	75/817,629	2,897,524	Advanstar Communications Inc.
GEOSPATIAL SOLUTIONS	76/020,672	2,564,770	Advanstar Communications Inc.

Mark	Ser. No.	Reg. No.	Owner
GOLFDOM	75/565,478	2,341,952	Advanstar Communications Inc.
GPS WORLD	74/092,413	1,666,686	Advanstar Communications Inc.
GREEN BOOK	73/550,233	1,382,276	Advanstar Communications Inc.
HAIRCOLOR USA	73/771,734	1,618,020	Advanstar Communications Inc.
HIVE4	76/011,452	2,693,733	Advanstar.com, Inc.
HIVE4MEDIA	76/080,230		Advanstar.com, Inc.
HOME MEDIA RESEARCH	78/536,293		Advanstar Communications Inc.
HOME MEDIA RETAILING	78/491,614		Advanstar Communications Inc.
HOTEL & MOTEL MANAGEMENT	74/283,405	1,758,302	Advanstar Communications Inc.
HOTEL DESIGN	78/370,469	2,953,949	Advanstar Communications Inc.
IBS	73/795,334	1,578,043	Advanstar Communications Inc.
ICCM	75/660,601	2,329,175	Advanstar Communications Inc.
INTERNATIONAL BEAUTY SHOW	74/493,744	1,882,460	Advanstar Communications Inc.
INTERNATIONAL SENSORS EXPO & CONFERENCE	78/503,447		Advanstar Communications Inc.
LANDSCAPE DESIGN/BUILD	78/214,040	2,811,953	Advanstar Communications Inc.
LANDSCAPE MANAGEMENT	73/714,067	1,557,418	Advanstar Communications Inc.
LEARNING & TRAINING WEEK	76/446,282	2,777,012	Advanstar Communications Inc.
LONG BEACH HAIRDRESSERS GUILDS	73/502,243	1,362,332	Advanstar Communications Inc.
LP/GAS	73/786,577	1,584,614	Advanstar Communications Inc.
LUXURY AGENT	78/476,303		Advanstar Communications Inc.
LUXURY TRAVEL ADVISOR	78/491,322		Advanstar Communications Inc.
LUXURY TRAVEL EXPO	78/407,838		Advanstar Communications Inc.
LUXURY TRAVEL GUIDE	78/191,244	2,907,422	Advanstar Communications Inc.
THE NET ECONOMY	76/029,030	2,712,207	Advanstar Communications Inc.
OFFICIAL BOARD MARKETS	73/786,579	1,581,463	Advanstar Communications Inc.
ON DEMAND	78/483,772		Advanstar Communications Inc.
ON DEMAND DIGITAL PRINTING & PUBLISHING & Design	74/435,975	1,899,120	Advanstar Communications Inc.
PAPERBOARD PACKAGING	72/239,113	828,228	Advanstar Communications Inc.
PARCEL LOGISTICS EXPO SOLUTIONS FOR MASTERING THE FULFILLMENT PROCESS & Design	76/024,953	2,615,805	Advanstar Communications Inc.
PEST CONTROL	72/288,312	869,723	Advanstar Communications Inc.

Mark	Ser. No.	Reg. No.	Owner
PIT & QUARRY	74/654,184	1,960,218	Advanstar Communications Inc.
PIT AND QUARRY & Design	71/541,813	508,767	Advanstar Communications Inc.
PP&E PORTABLE PLANTS & EQUIPMENT	78/500,535		Advanstar Communications Inc.
PREMIER HONEYMOONS	75/817,641	2,474,370	Advanstar Communications Inc.
PREMIER HOTELS & RESORTS	75/321,403	2,170,599	Advanstar Communications Inc.
PREMIER HOTELS & RESORTS	78/432,407		Advanstar Communications Inc.
PREMIER ROMANCE	76/453,711	2,848,753	Advanstar Communications Inc.
PREMIER SPAS	75/782,774	2,376,305	Advanstar Communications Inc.
RESPONSE	75/594,505	2,419,821	Advanstar Communications Inc.
RFID SYSTEMS	78/491,977		Advanstar Communications Inc.
RFID SYSTEMS	78/484,211		Advanstar Communications Inc.
RNT	75/782,774	2,198,428	Advanstar Communications Inc.
RSI	73/101,177	1,072,234	Advanstar Communications Inc.
SALON NEWS	74/361,017	1,806,882	Advanstar Communications Inc.
SAN DIEGO BEAUTY & TRADE SHOW	73/541,016	1,389,382	Advanstar Communications Inc.
SCAN-TECH	73/473,546	1,360,961	Advanstar Communications Inc.
SENSORS (Stylized)	74/313,975	1,818,907	Advanstar Communications Inc.
SENSORS EXPO (Stylized)	74/329,380	1,867,152	Advanstar Communications Inc.
SENSORS EXPRESS	75/711,724	2,417,023	Advanstar Communications Inc.
SENSORS EXPRESS THE NEWS YOU CHOOSE & Design	76/283,988	2,552,603	Advanstar Communications Inc.
SENSORS EXPRESS & Design	75/712,020	2,403,624	Advanstar Communications Inc.
SHADES OF BEAUTY	75/566,515	2,384,041	Advanstar Communications Inc.
TECHLEARN	78/518,471		Advanstar Communications Inc.
TECHLEARN	75/435,322	2,211,250	Advanstar Communications Inc.
TELECOM INVESTOR	75/665,122	2,369,565	Advanstar Communications Inc.
TELEPRESS LATINOAMERICA & Design	75/532,393	2,346,550	Advanstar Communications Inc.
TRAVEL AGENT (Stylized)	73/523,018	1,399,352	Advanstar Communications Inc.
TRAVEL AGENT OFFICIAL TRAVEL INDUSTRY DIRECTORY	74/522,167	1,934,846	Advanstar Communications Inc.
VIDEO STORE	73/506,555	1,365,533	Advanstar Communications Inc.
WEB MERCHANT	75/573,697	2,333,991	Advanstar Communications Inc.
WIRELESSAMERICAS (Stylized)	75/851,839	2,633,869	Advanstar Communications Inc.

Mark	Ser. No.	Reg. No.	Owner
WIRELESS ASIA	75/371,995	2,242,228	Advanstar Communications Inc.
WIRELESS COMUNICACIONES	75/371,998	2,236,287	Advanstar Communications Inc.
WIRELESS SENSORS	78/482,979		Advanstar Communications Inc.
WIRELESS SENSORS	78/492,065		Advanstar Communications Inc.

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