

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
Trendsmidia, Inc.		09/12/2006	CORPORATION: MASSACHUSETTS
RECEIVING PARTY DATA			
Name:	Yankee Group Research, Inc.		
Street Address:	31 St. James Avenue		
City:	Boston		
State/Country:	MASSACHUSETTS		
Postal Code:	02116		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	76654588	MOBILE BROADBAND WORLD	
Serial Number:	76639041	WIMAX WORLD CONFERENCE & EXPOSITION	
CORRESPONDENCE DATA			
Fax Number:	(617)316-8263		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	6172390632		
Email:	agrandy@eapdlaw.com		
Correspondent Name:	Adam M. Grandy		
Address Line 1:	111 Huntington Avenue		
Address Line 2:	Edwards Angell Palmer & Dodge LLP		
Address Line 4:	Boston, MASSACHUSETTS 02199		
ATTORNEY DOCKET NUMBER:	241160-0003		
NAME OF SUBMITTER:	Adam M. Grandy		
Signature:	/Adam M. Grandy/		

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Date:

09/14/2006

Total Attachments: 6

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT, made this 12th day of September 2006, from Trendsmedia, Inc., a Massachusetts corporation (the "Seller"), with an address at 4 West Main Street, Suite 201, Northborough, MA 01532, to Yankee Group Research, Inc., a Delaware corporation having a place of business at 31 St. James Avenue, Boston, MA 02116 (the "Buyer").

The Seller has used and is using the trademarks identified on Schedule A and is the owner of the trademark application and registration identified on Schedule A, including the goodwill of the business connected with the use of, and symbolized by, said marks and desires to assign the same to the Buyer.


In consideration of the payment of the purchase price set forth in that certain Asset Purchase Agreement dated as of September 12, 2006 by and among the Buyer, 360 Research LLC, the Seller and Eliot D. Weinman, and other good and valuable consideration, the receipt of which is hereby acknowledged, the Seller hereby assigns (a) the entire right, title and interest worldwide in and to the trademark application, trademark registration and unregistered trademarks listed on Schedule A and the trademarks which are the subjects thereof, including the goodwill of the business connected with the use of, and symbolized by, said marks, and (b) all rights in and to any and all causes of action heretofore or hereafter accrued or accruing with respect to the trademarks.

The Seller further agrees, for itself, its successors and assigns, to execute such further documents and to perform such further lawful acts as may reasonably be requested by the Buyer to effectuate this assignment.

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IN WITNESSES WHEREOF, the parties have executed this Trademark Assignment as of the date first written above.

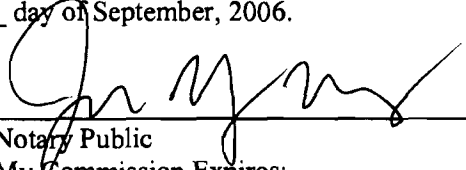
TRENDSMEDIA, INC.

By: 
 Name: Eliot D. Weinman
 Title: President

COMMONWEALTH OF MASSACHUSETTS)
) SS
 COUNTY OF Worcester)

I, Jonas D.L. McCray, a Notary Public in and for ~~and residing in~~ said County and State, DO HEREBY CERTIFY THAT Eliot D. Weinman, personally appeared and who being by me duly sworn, deposes and says that he is the President of Trendsmedia, Inc. and that he signed the foregoing instrument as such President and that he acknowledges such signing to be the free act and deed of Trendsmedia, Inc.

GIVEN under my hand and notarial seal this 11th day of September, 2006.



 Notary Public
 My Commission Expires:

Jonas D.L. McCray
 NOTARY PUBLIC
 My commission expires July 31, 2009

SCHEDULE A

Trademark Applications and Registrations and Unregistered Marks

APPLICATIONS/REGISTRATIONS

	SERVICE MARKS	COUNTRY	SERIAL NO.	REG. NO.	FILING DATE	REG. DATE
1.	MOBILE BROADBAND WORLD	USA	76/654588	N/A	2/2/2006	N/A
2.	WIMAX WORLD CONFERENCE & EXPOSITION	USA	76/639041	3,140,597	2/1/2006	9/5/06

UNREGISTERED MARKS

1.	“Trendsmmedia, Inc.”	Registered name used by the Seller to form corporate entity with the Secretary of the Commonwealth of Massachusetts
2.	Wimax Trends	Brand created and used by the Seller
3.	4GCONF.COM	Website owned by the Seller
4.	4GCONFERENCE.COM	Website owned by the Seller
5.	4GEVENT.COM	Website owned by the Seller
6.	4GMOBILEBRAND.COM	Website owned by the Seller
7.	4GTRENDS.COM	Website owned by the Seller
8.	ELIOTWEINMAN.COM	Website owned by the Seller
9.	IPWORLD-EUROPE.COM	Website owned by the Seller
10.	IPWORLD-USA.COM	Website owned by the Seller
11.	IPWORLD-EUROPE.COM	Website owned by the Seller
12.	IPWORLDUS.COM	Website owned by the Seller
13.	IPWORLDUSA.COM	Website owned by the Seller
14.	MB4G.COM	Website owned by the Seller
15.	MBWATRENDS.COM	Website owned by the Seller
16.	MOBILE-BROADBAND-CONF.COM	Website owned by the Seller

UNREGISTERED MARKS

17. MOBILE-BROADBAND-TRENDS.COM Website owned by the Seller
18. MOBILE-BROADBAND-WORLD.COM Website owned by the Seller
19. MOBILE-INTERNET-EXPO.COM Website owned by the Seller
20. MOBILE-INTERNET-SUMMIT.COM Website owned by the Seller
21. MOBILE-INTERNET-WORLD.COM Website owned by the Seller
22. MOBILEBBWORLD.COM Website owned by the Seller
23. MOBILEBROADBAND4G.COM Website owned by the Seller
24. MOBILEBROADBANDSUMMIT.COM Website owned by the Seller
25. MOBILEBROADBANDTRENDS.COM Website owned by the Seller
26. MOBILEBROADBANDWORLD.COM Website owned by the Seller
27. MOBILEINTERNETPLANET.COM Website owned by the Seller
28. MOBILEINTERNETSUMMIT.COM Website owned by the Seller
29. MTOMCONFERENCE.COM Website owned by the Seller
30. MTOMTRENDS.COM Website owned by the Seller
31. TRENDSMEDIA1.COM Website owned by the Seller
32. ULTRABROADBANDTRENDS.COM Website owned by the Seller
33. UWB-WORLD.COM Website owned by the Seller
34. UWBCONFERENCE.COM Website owned by the Seller
35. UWBEVENT.COM Website owned by the Seller
36. UWBTRENDS.COM Website owned by the Seller
37. WIMAX-WORLD.COM Website owned by the Seller
38. WIMAXEXPO.COM Website owned by the Seller
39. WIMAXSUMMIT.COM Website owned by the Seller
40. WIMAXTRENDS.COM Website owned by the Seller
41. WIMAXWORLD.COM Website owned by the Seller

UNREGISTERED MARKS

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| 42. | WIMAXWORLD2005.COM | Website owned by the Seller |
| 43. | WIMAXWORLDDEUROPE.COM | Website owned by the Seller |
| 44. | WIMAXWORLDDEXPO.COM | Website owned by the Seller |
| 45. | WIRELESS-SECURITY-
CONFERENCE.COM | Website owned by the Seller |
| 46. | WIRELESS-SECURITY-TRENDS.COM | Website owned by the Seller |
| 47. | WIRELESS-SENSOR-
NETWORKDS.COM | Website owned by the Seller |
| 48. | WIRELESSBROADBANDCONFERENCE
.COM | Website owned by the Seller |
| 49. | WIRELESSBROADBANDTRENDS.COM | Website owned by the Seller |
| 50. | WIRELESSECURITYTRENDS.COM | Website owned by the Seller |
| 51. | WIRELESSENSOREXPO.COM | Website owned by the Seller |
| 52. | WIRELESSENSORNET.COM | Website owned by the Seller |