

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Reed Exhibitions Limited		12/21/2007	CORPORATION: UNITED KINGDOM

**RECEIVING PARTY DATA**

<b>Name:</b>	Elsevier Properties SA
<b>Street Address:</b>	3, Espace de L'Europe
<b>City:</b>	Neuchatel
<b>State/Country:</b>	SWITZERLAND
<b>Postal Code:</b>	2000
<b>Entity Type:</b>	Societe Anonyme: SWITZERLAND

**PROPERTY NUMBERS Total: 9**

Property Type	Number	Word Mark
Serial Number:	77064331	WORLD TRAVEL MARKET
Serial Number:	77064414	WORLD TRAVEL MARKET
Serial Number:	77066966	WORLD TRAVEL MARKET
Serial Number:	77245015	INTERNATIONAL GOLF TRAVEL MARKET
Serial Number:	77245025	INTERNATIONAL GOLF TRAVEL MARKET
Serial Number:	77245035	INTERNATIONAL GOLF TRAVEL MARKET
Serial Number:	77239177	IGTM
Serial Number:	77239215	IGTM
Serial Number:	77239243	IGTM

**CORRESPONDENCE DATA**

Fax Number: (336)723-5181  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 336-723-5180  
 Email: jarcher@ennsandarcher.com

CH \$240.00 77064331

Correspondent Name: Julia C. Archer  
Address Line 1: 939 Burke Street  
Address Line 4: Winston-Salem, NORTH CAROLINA 27101

ATTORNEY DOCKET NUMBER:

ELSEVIER ASSIGNMENT

DOMESTIC REPRESENTATIVE

Name:  
Address Line 1:  
Address Line 2:  
Address Line 3:  
Address Line 4:

NAME OF SUBMITTER:

Julia C. Archer

Signature:

/jarcher/

Date:

01/18/2008

Total Attachments: 2

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**TRADEMARK ASSIGNMENT**

**WHEREAS**, Reed Exhibitions Limited, a United Kingdom corporation with an address at Gateway House 28, The Quadrant, Richmond Surrey TW91DN, United Kingdom, hereafter "Reed Exhibitions," has adopted and used (where applicable) and are the owners of the marks and the applications listed on the attached Schedule of Trademarks; and

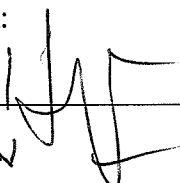
**WHEREAS**, Elsevier Properties SA, a Swiss company (Societe Anonyme), with an address at 3, Espace de l'Europe, 2000 Neuchâtel, Switzerland, hereafter "Elsevier," desires to acquire the marks listed in the attached Schedule and the applications and registrations thereof, together with the goodwill of the business symbolized by the marks as part of the transfer of an ongoing and existing business with which the trademarks are associated.

**NOW, THEREFORE**, for good and valuable consideration, the receipt of which is hereby acknowledged, Reed Exhibitions hereby assigns to Elsevier *nunc pro tunc* as of November 9, 2007, all rights, title and interest in and to the marks listed on the attached Schedule of Trademarks and the applications and registrations thereof, together with the goodwill of the business symbolized by the marks, as well as the ongoing and existing business with which the marks are associated.

Signed this the <sup>x</sup> 21<sup>st</sup> day of ~~November~~ December 2007. <sup>x</sup>

x   
\_\_\_\_\_  
By: R. C. REES  
For Reed Exhibitions Limited

Accepted on behalf of Elsevier Properties SA:

x   
\_\_\_\_\_  
By: HELENE JEAN

**SCHEDULE OF TRADEMARKS**

WORLD TRAVEL MARKET	U.S. Serial No. 77/064331
WORLD TRAVEL MARKET	U.S. Serial No. 77/064414
WORLD TRAVEL MARKET	U.S. Serial No. 77/066966
INTERNATIONAL GOLF TRAVEL MARKET & Design	U.S. Serial No. 77/245015
INTERNATIONAL GOLF TRAVEL MARKET & Design	U.S. Serial No. 77/245025
INTERNATIONAL GOLF TRAVEL MARKET & Design	U.S. Serial No. 77/245035
IGTM	U.S. Serial No. 77/239177
IGTM	U.S. Serial No. 77/239215
IGTM	U.S. Serial No. 77/239243