

# 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												
<b>CONVEYING PARTY DATA</b>													
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th style="width: 30%;">Name</th> <th style="width: 30%;">Formerly</th> <th style="width: 20%;">Execution Date</th> <th style="width: 20%;">Entity Type</th> </tr> <tr> <td>Advanstar Communications Inc.</td> <td></td> <td>04/21/2010</td> <td>CORPORATION: NEW YORK</td> </tr> </table>	Name	Formerly	Execution Date	Entity Type	Advanstar Communications Inc.		04/21/2010	CORPORATION: NEW YORK					
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<b>RECEIVING PARTY DATA</b>													
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;"><b>Name:</b></td> <td>The Promotion Company, Inc.</td> </tr> <tr> <td><b>Street Address:</b></td> <td>838 N. Delaware St.</td> </tr> <tr> <td><b>City:</b></td> <td>Indianapolis</td> </tr> <tr> <td><b>State/Country:</b></td> <td>INDIANA</td> </tr> <tr> <td><b>Postal Code:</b></td> <td>46204</td> </tr> <tr> <td><b>Entity Type:</b></td> <td>CORPORATION: INDIANA</td> </tr> </table>	<b>Name:</b>	The Promotion Company, Inc.	<b>Street Address:</b>	838 N. Delaware St.	<b>City:</b>	Indianapolis	<b>State/Country:</b>	INDIANA	<b>Postal Code:</b>	46204	<b>Entity Type:</b>	CORPORATION: INDIANA	
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<b>PROPERTY NUMBERS Total: 2</b>													
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<b>CORRESPONDENCE DATA</b>													
<p><b>Fax Number:</b> (212)492-0603</p> <p><i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p><b>Email:</b> lsilber@paulweiss.com, aashville@paulweiss.com</p> <p><b>Correspondent Name:</b> Lindsay N. Silber</p> <p><b>Address Line 1:</b> 1285 Avenue of the Americas</p> <p><b>Address Line 4:</b> New York, NEW YORK 10019-6064</p>													
<b>ATTORNEY DOCKET NUMBER:</b>	19381-001												
<b>NAME OF SUBMITTER:</b>	Lindsay N. Silber												
<b>Signature:</b>	/lindsaynsilber/												
<b>Date:</b>	10/08/2010												

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**TRADEMARK**  
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Total Attachments: 2

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**TRADEMARK**

**REEL: 004293 FRAME: 0318**

## TRADEMARK ASSIGNMENT

This **TRADEMARK ASSIGNMENT** ("Assignment") is made this 21<sup>st</sup> day of April, 2010, by **ADVANSTAR COMMUNICATIONS INC.**, a New York corporation having a place of business at 131 West Superior Street, Duluth, MN 55802, ("Assignor"), to **THE PROMOTION COMPANY, INC.**, an Indiana corporation having a place of business at 838 N. Delaware St., Indianapolis, IN 46204 ("Assignee").


**WHEREAS**, Assignor has adopted and used the trademarks identified on Exhibit A hereto in its business of marketing, selling, producing and operating the event known as *Off Road Expo* (the "Trademarks");

**WHEREAS**, Assignee desires to acquire all of Assignor's right, title and interest in and to the Trademarks, together with the registrations therefor and any goodwill associated with the use of and symbolized by the Trademarks;

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all of Assignor's right, title and interest in and to the Trademarks and the registrations therefor, together with any goodwill associated with the use of and symbolized by the Trademarks.

**IN WITNESS WHEREOF**, Assignor has executed this instrument.

**ADVANSTAR COMMUNICATIONS INC.**

By:   
Name: WARD D. HELMS  
Title: VICE PRESIDENT

**Exhibit A**

<b>REGISTRATION NO.</b>	<b>REGISTRATION DATE</b>	<b>MARK</b>
2654447	November 26, 2002	Off Road Expo
3034727	December 27, 2005	Off Road Impact