

D:ROBIN E. SILVERMAN COMPANY:437 MADISON AVENUE

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
Penton Media, Inc.		02/01/2011	CORPORATION:
Penton Business Media, Inc.		02/01/2011	CORPORATION:
RECEIVING PARTY DATA			
Name:	NewBay Media LLC		
Street Address:	28 East 28th Street, 12th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10016		
Entity Type:	LIMITED LIABILITY COMPANY: <i>Delaware</i>		
PROPERTY NUMBERS Total: 18			
Property Type	Number	Word Mark	
Registration Number:	3512479	AUDIO INSIDER	
Registration Number:	3185118	DIGITAL CONTENT PRODUCER	
Registration Number:	2152104	ELECTRONIC MUSICIAN	
Registration Number:	3518016	EM	
Registration Number:	3577664	EM ELECTRONIC MUSICIAN	
Registration Number:	1375813	MILLIMETER	
Registration Number:	1778899	MIX	
Registration Number:	2117314	MIX MASTER DIRECTORY	
Registration Number:	3838454	MIXBOOKS	
Registration Number:	3618157	MUSIC EDUCATION TECHNOLOGY	
Registration Number:	2799770	RADIO THE RADIO TECHNOLOGY LEADER	
Registration Number:	3210371	REMIX	
Registration Number:	3359563	REMIX HOTEL	

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Registration Number:	1369629	SOUND & VIDEO CONTRACTOR
Registration Number:	1878625	SOUND & VIDEO CONTRACTOR
Registration Number:	1968599	SOUND FOR PICTURE
Registration Number:	1143328	THE MIX
Serial Number:	77899192	SHOTSONIC.COM

CORRESPONDENCE DATA

Fax Number: (212)754-0330
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: (212) 907-7300
Email: rsilverman@golenbock.com
Correspondent Name: Robin E. Silverman
Address Line 1: 437 Madison Avenue
Address Line 2: c/o Golenbock Eiseman Assor Bell & Pasko
Address Line 4: New York, NEW YORK 10022

NAME OF SUBMITTER:	Robin E. Silverman
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Signature:	/Robin E. Silverman/
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Date:	02/02/2011
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Total Attachments: 6

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ASSIGNMENT OF TRADEMARKS, SERVICE MARKS AND TRADE NAMES

Penton Media, Inc. and Penton Business Media, Inc. (f/k/a Prism Business Media Inc., PRIMEDIA Business Magazines & Media Inc., PRIMEDIA Business Magazines & Media Inc. and Intertec Publishing Co., as successor-by-merger to Cardinal Business Media Inc.), each a Delaware corporation with an address of 249 West 17th Street, New York, New York 10011 (each an "Assignor"; collectively "Assignors"), have entered into with NewBay Media LLC, a Delaware limited liability company ("Assignee"), an Asset Purchase Agreement dated as of February 1, 2011 (the "Effective Date").

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, each Assignor irrevocably assigns, transfers and conveys unto Assignee and its successors and permitted assigns, effective as of the Effective Date, free and clear of all liens and encumbrances, all right, title and interest, whether now known or hereafter created, in perpetuity, throughout the universe, in and to all of the trademarks, service marks and trade names (along with all proprietary or other rights in any or all of such trademark, service marks and trade names) held in the name of Assignors, owned by Assignors, and/or created by, for or on behalf of, Assignors, in each case to the extent solely or primarily pertaining and/or related to or used by or in connection with the: (i) (a) print magazines *Radio*, *Mix*, *Electronic Musician* and *Sound & Video Contractor* and the discontinued print magazines *Remix*, *Mixtometer* and *Digital Content Producer* (collectively, the "Specified Publications"); (b) websites with the URLs www.radiomagonline.com, www.mixonline.com, www.remixmag.com, www.emusician.com, www.svconline.com, and www.digitalcontentproducer.com (the "Specified Websites"), together with all other websites and home pages used solely or primarily by, for or in connection with the Specified Publications, Specified Websites, Division Titles and/or Events; (c) titles published under the "Mix Books" brand, as well as supplements and reproductions, whether in print, online, electronic, broadband, digital, CD-ROM, tape, disc, or any other form or media (collectively, the "Division Titles"); and (d) conferences and events commonly referred to as "Mix Nashville" and "Remix Hotel" (the "Events"); and (ii) all intellectual property and proprietary rights owned by or on behalf of either Assignor and relating solely or primarily to any of the foregoing, including, but not limited to, publications, reports, special sections, special issues, e-mail newsletters, RSS feeds, events, programs, content and products published, produced, distributed, created, developed and/or marketed by or on behalf of either Assignor and subsidiary or ancillary to (but solely or primarily related to) any of the foregoing, and all derivative works, spin-offs, supplements and extensions of or to any of the foregoing, all whether current, discontinued, previously published or presented or under development, and whether in print, online, electronic, broadband, digital, CD-ROM, tape, disc, or any other form or media, together with all goodwill symbolized by all such trademarks, service marks, and trade names and/or attendant thereto including but not limited to those trademarks and services marks set forth on Schedule A annexed hereto, together with any and all renewals and extensions thereof (collectively, the "Trademarks"), along with, in each case, to the full extent permitted by law, any and all claims for past infringement, and the right to initiate suit and obtain damages and other forms of relief, both legal and equitable, arising from infringement, misappropriation or other violation of any right in or with respect to any of the Trademarks, whether prior to or subsequent to the Effective Date.

TO HAVE AND TO HOLD the aforementioned properties, assets and rights unto Assignee, its successors and assigns, to and for their use forever.

Each of Assignors shall promptly, upon the request of Assignee and/or its successors and permitted assigns, execute such other documents and/or instruments of assignment, transfer and

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conveyance as Assignee and/or its successors and permitted assigns may reasonably request to permit Assignee or any of its successors or permitted assigns to record the assignment covered by this Assignment of Trademarks, Service Marks and Trade Names (this "Assignment") or any other documents which Assignee or any of its successors or permitted assigns may reasonably deem necessary, appropriate or desirable to evidence or effectuate the intent of this Assignment.

This instrument shall be governed by the laws of the State of New York (without regard to the conflicts of laws principles thereof or of any other State).

[Signatures on Following Pages]

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IN WITNESS WHEREOF, the parties hereto have caused this Assignment to be duly executed as of February 1, 2011.

Penton Media, Inc.

By: Andrew Schmolka

Name: Andrew Schmolka

Title: SVP

ACKNOWLEDGEMENT

State of NY)
County of NY) ss:

On the 1ST day of February, in the year 2011, before me, the undersigned, personally appeared Andrew Schmolka, personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her official capacity, and that by his/her signature on the instrument, the individual, or the person upon behalf of which the individual acted, executed the instrument.

[Signature]
Notary Public

TERRE KRAVETZ
Notary Public, State of New York
No. 4986256
Qualified in Kings County
Certificate Filed in New York County
Commission Expires June 27, 2014

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Penton Business Media, Inc.

By: Andrew Schmolka

Name: Andrew Schmolka

Title: SVP

ACKNOWLEDGEMENTState of NY)
) ss:
County of NY)

On the 1st day of February, in the year 2011, before me, the undersigned, personally appeared Andrew Schmolka, personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her official capacity, and that by his/her signature on the instrument, the individual, or the person upon behalf of which the individual acted, executed the instrument.

TERRI KRAVETZ
Notary Public

TERRI KRAVETZ
Notary Public, State of New York
No. 4932266
Qualified in Kings County
Certificate Filed in New York County
Commission Expires June 27, 2014

520380.6

TRADEMARK
REEL: 004470 FRAME: 0324

O:ROBIN E. SILVERMAN COMPANY:437 MADISON AVENUE

NewBay Media LLC

By: [Signature]
Name: Max von Esch
Title:
Vice President

ACKNOWLEDGEMENT

State of New York)
County of New York) ss:

On the 1 day of February, in the year 2011, before me, the undersigned, personally appeared Max von Esch, personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her official capacity, and that by his/her signature on the instrument, the individual, or the person upon behalf of which the individual acted, executed the instrument.

[Signature]
Notary Public

CHRISTINE D. FLAHERTY
Notary Public, State of New York
No. 01FL6134658
Qualified in Queens County
Commission Expires October 11, 2013

520130.6

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Schedule A

TRADEMARK	COUNTRY	APP. NO.	REG. NO.
AUDIO INSIDER	USA	77/467,961	3,512,479
DIGITAL CONTENT PRODUCER	USA	78/805,890	3,185,118
ELECTRONIC MUSICIAN	USA	75/232,946	2,152,104
EM (and Design)	USA	77/377,494	3,318,016
EM Electronic Musician	USA	77/379,913	3,577,664
MILLIMETER	USA	73/525,075	1,375,812
MIX	USA	74/265,099	1,778,899
MIX	Mexico	139495	442096
MIX (Stylized)	UK	—	1571089
MIX MASTER DIRECTORY	USA	75/030,273	2,117,314
MIXBOOKS	USA	77/534,55	3,838,454
MUSIC EDUCATION TECHNOLOGY	USA	77/318,744	3,618,137
RADIO THE RADIO TECHNOLOGY LEADER	USA	76/408,422	2,799,770
REMIX	USA	78/685,665	3,210,371
REMIX HOTEL	USA	78/885,767	3,359,563
SHOTSONIC.COM	USA	77/899,192	
SOUND & VIDEO CONTRACTOR	USA	73/511,998	1,369,629
SOUND & VIDEO CONTRACTOR	USA	74/468,705	1,878,625
SOUND & VIDEO CONTRACTOR	South Korea	40-2004-16836	614798
SOUND FOR PICTURE	USA	74/685,569	1,968,399
THE MIX	USA	73/165,491	1,143,328

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