

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 Business Media, Inc.		10/25/2012	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Mesago PCIM GmbH		
Street Address:	Rotebuhlstrasse 83-85		
City:	70178 Stuttgart		
State/Country:	GERMANY		
Entity Type:	LIMITED LIABILITY COMPANY: GERMANY		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1574862	PCIM	
CORRESPONDENCE DATA			
Fax Number:	6099243036		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	609-924-8555		
Email:	tadenys@pbnlaw.com		
Correspondent Name:	Todd A. Denys		
Address Line 1:	29 Thanet Road, Suite 201		
Address Line 4:	Princeton, NEW JERSEY 08540		
ATTORNEY DOCKET NUMBER:	15859.56896		
DOMESTIC REPRESENTATIVE			
Name:	Todd A. Denys		
Address Line 1:	29 Thanet Road, Suite 201		
Address Line 4:	Princeton, NEW JERSEY 08540		

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NAME OF SUBMITTER:	Todd A. Denys
Signature:	/todd a denys/
Date:	11/09/2012
Total Attachments: 2 source=2248258-US_Reg_No_1574862_for_PCIM_-_fully_executed_assignment#page1.tif source=2248258-US_Reg_No_1574862_for_PCIM_-_fully_executed_assignment#page2.tif	

ASSIGNMENT

THIS ASSIGNMENT is made effective the 25th day of October, 2012 between, Penton Business Media, Inc., a corporation organized and existing under the laws of the State of Delaware, United States of America, with a place of business located at 249 West 17th Street, New York, New York 10011 (hereinafter the "ASSIGNOR"), and Mesago PCIM GmbH, a limited liability company organized and existing under the laws of Germany, with a place of business located at Rotebühlstrasse 83-85, 70178 Stuttgart, Germany (hereinafter the "ASSIGNEE").

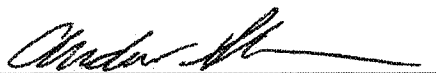
WHEREAS, ASSIGNOR is the owner of the Trademark and Trademark Registration therefor listed in Schedule A attached hereto (hereinafter the "Trademark"), and

WHEREAS, ASSIGNOR has agreed to assign the Trademark to the ASSIGNEE, and the ASSIGNEE hereby accepts said assignment.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the ASSIGNOR hereby assigns to the ASSIGNEE all of its right, title, and interest in the Trademark and Trademark Registration therefor listed in Schedule A attached hereto, together with the goodwill of the business associated therewith as well as the right to sue for past infringement and to retain any damages obtained as a result of such action.

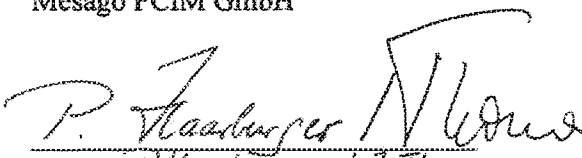
IN WITNESS WHEREOF, the said ASSIGNOR has hereunto set its hand this 1st day of October, 2012.

Penton Business Media, Inc.

BY: 
Name: Andrew Schmalzer
Title: SVP

IN WITNESS WHEREOF, the said ASSIGNEE has hereunto set its hand this 25 day of October, 2012.

Mesago PCIM GmbH

BY: 
Name: P. Haaburger / J. Thoma
Title: Presidents

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