

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Prism Business Media Inc.		03/15/2007	CORPORATION: DELAWARE

**RECEIVING PARTY DATA**

Name:	Penton Business Media, Inc.
Street Address:	249 West 17th Street, 4th Floor
City:	New York
State/Country:	NEW YORK
Postal Code:	10011
Entity Type:	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 253**

Property Type	Number	Word Mark
Registration Number:	2840282	100 HANDS-ON HUNDRED
Serial Number:	78938579	ACCESS CONTROL & SECURITY SYSTEMS
Registration Number:	2552003	AC-U-KWIK
Registration Number:	1198712	AIRCRAFT; BLUEBOOK-PRICE DIGEST
Registration Number:	2298981	AM
Registration Number:	1756803	AMERICAN CITY & COUNTY
Registration Number:	1569677	AMERICAN PRINTER
Registration Number:	2899621	AMERICAN SCHOOL & UNIVERSITY
Registration Number:	2049294	AMERICAN TRUCKER
Registration Number:	1887089	AMERICAN TRUCKER
Registration Number:	2539379	AMERICAN TRUCKER
Registration Number:	2566924	AMERICAN TRUCKER OVER THE ROAD EDITION
Registration Number:	2270266	ANNUAL CATALOG CONFERENCE & EXHIBITION
Registration Number:	2529100	ANTI-AGING CONFERENCE & EXPOSITION

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Registration Number:	2514217	ANTI-AGING EXPO
Registration Number:	2599149	APPLY*
Registration Number:	2021616	ASSOCIATION MEETINGS
Registration Number:	2439706	AUTO INTERIORS
Registration Number:	2801641	AUTO INTERIORS
Registration Number:	2849081	AUTOMOBILE RED BOOK
Registration Number:	2901986	AUTOMOBILE RED BOOK
Registration Number:	2526196	BACKSTAGE
Registration Number:	2199546	BEEF
Registration Number:	2389741	BEYOND BORDERS
Registration Number:	3003977	BLMC
Registration Number:	1590834	BLUE BOOK
Registration Number:	0861985	BLUE BOOK
Registration Number:	0712158	BROADCAST ENGINEERING
Registration Number:	1075524	BROADCAST INVESTOR
Registration Number:	2956246	BROADWAY LIGHTING MASTER CLASSES
Registration Number:	2926115	BROADWAY SOUND MASTER CLASSES
Registration Number:	3003978	BSMC
Registration Number:	3163845	BULK TRANSPORTER
Registration Number:	1496718	CALIFORNIA-ARIZONA FARM PRESS
Registration Number:	1505807	CALIFORNIA-ARIZONA FARM PRESS
Registration Number:	1311064	CATALOG AGE
Registration Number:	2135118	CATALOG AGE
Registration Number:	2835844	CATERED ARTS
Registration Number:	1691510	CATERED ARTS
Registration Number:	1958489	CEE NEWS
Registration Number:	2988368	CHIEF MARKETER
Registration Number:	1904579	CLUB INDUSTRY
Registration Number:	1857642	CLUB INDUSTRY
Registration Number:	2389166	CLYMER
Registration Number:	2304845	CM&I
Registration Number:	1723679	COMMERCIAL TRAILER BLUE BOOK
Registration Number:	2619118	CONCRETE PRACTICE
Registration Number:	1571873	CONCRETE PRODUCTS
Registration Number:	2221360	CONTINUUM

Registration Number:	1556799	CONTRACTORS' EQUIPMENT COST GUIDE
Registration Number:	2068462	CORPORATE MEETINGS & INCENTIVES
Registration Number:	1529984	CORPORATE PROFILE
Registration Number:	2619120	CORPORATE REVIEW
Registration Number:	1276951	COST REFERENCE GUIDE FOR CONSTRUCTION EQUIPMENT
Serial Number:	78861813	DEALER 500
Registration Number:	2129613	DEALER BUSINESS
Registration Number:	1473119	DEFENSE ELECTRONICS
Registration Number:	1494181	DELTA AGRICULTURAL DIGEST
Registration Number:	1503831	DELTA AGRICULTURAL DIGEST
Registration Number:	2653556	DELTA FARM PRESS
Registration Number:	1759843	DELTA FARM PRESS
Registration Number:	1077375	
Registration Number:	3185118	DIGITAL CONTENT PRODUCER
Registration Number:	2533161	DIGITAL INTERIOR
Registration Number:	2545374	DIGITAL SOLUTIONS
Registration Number:	1594150	DIRECT
Registration Number:	2135120	DIRECT
Registration Number:	2442751	DIRECT
Registration Number:	2266271	DIRECT NEWSLINE
Registration Number:	2587998	DIRECT.COM
Registration Number:	2497057	DIRECT.COM
Serial Number:	78462336	DIRECTTIPS
Registration Number:	1197258	EC & M
Serial Number:	78533505	EC&M
Registration Number:	2758001	E-CLIPS
Serial Number:	78861815	E-DEALER 100
Registration Number:	0859343	ELECTRICAL CONSTRUCTION AND MAINTENANCE
Registration Number:	1049297	ELECTRICAL MARKETING
Registration Number:	2278200	ELECTRICAL WHOLESALING
Registration Number:	1496331	ELECTRONIC MUSICIAN
Registration Number:	2152104	ELECTRONIC MUSICIAN
Registration Number:	1744331	ELECTRONIC TRUCK BLUE BOOK
Registration Number:	1337433	ELECTRONICS SOURCE BOOK

Registration Number:	1741248	ELECTRONICSSOURCE BOOK
Registration Number:	2300886	ENTERTAINMENT DESIGN
Registration Number:	2566193	EQUIPMENT WATCH
Serial Number:	77001464	EXECUTIVE TRAVELER EDITION
Registration Number:	3188058	F.I.R.S.T HARVEST REPORTS
Registration Number:	1977733	FARM INDUSTRY NEWS
Registration Number:	0864736	FARM INDUSTRY NEWS
Registration Number:	2630651	FARM PRESS
Registration Number:	1788133	FAST BREAK
Registration Number:	2734099	FEDERAL OUTLOOK
Registration Number:	1079863	FIRE CHIEF
Registration Number:	2267949	FIRE/EMS PRODUCT NEWS
Registration Number:	2529555	FIRSTCLICK
Registration Number:	3181610	FITNESS BUSINESS PRO
Registration Number:	1199515	FLEET OWNER
Registration Number:	2865114	FLEETSEEK
Registration Number:	2862482	FLEETSEEK
Registration Number:	2268314	GALA AWARDS
Registration Number:	1940519	GLOBAL TELEPHONY
Registration Number:	2633660	GOVERNMENT SECURITY
Registration Number:	2685820	GRAPHIC ARTS PULSE
Registration Number:	2631238	GREEN GUIDE
Registration Number:	1519792	GROUNDS MAINTENANCE
Registration Number:	2817534	HANDS-ON HUNDRED
Registration Number:	1505426	HAY & FORAGE GROWER
Registration Number:	2233320	HOMECARE
Registration Number:	1729274	HOMECARE
Registration Number:	3143707	HOMECARING AWARDS
Registration Number:	2103373	HIGH COTTON
Registration Number:	1496719	I&T PRODUCT FILE
Registration Number:	2733548	IN REGISTER
Registration Number:	2068241	INSURANCE CONFERENCE PLANNER
Registration Number:	3217573	INTERIOR OF THE YEAR AWARDS
Registration Number:	2489664	INTERNET AUDIO
Registration Number:	2687550	INTERNET TELEPHONY

Registration Number:	2495826	IRONMAX.COM
Registration Number:	2670550	ISECURITY
Registration Number:	2687628	ISECURITY
Registration Number:	2069819	LDI
Registration Number:	2383389	LDINSTITUTE
Registration Number:	1793663	LIGHTING DIMENSIONS
Registration Number:	1831527	LIGHTING DIMENSIONS INTERNATIONAL
Registration Number:	3066007	MARKETMAXX
Registration Number:	2021615	MEDICAL MEETINGS
Registration Number:	1375813	MILLIMETER
Serial Number:	78685580	LIVE DESIGN
Serial Number:	78861811	MEGADEALER 100
Registration Number:	1389865	MINE & QUARRY TRADER
Registration Number:	1077376	
Registration Number:	1778899	MIX
Registration Number:	2117314	MIX MASTER DIRECTORY
Registration Number:	1976047	MOBILE RADIO TECHNOLOGY
Registration Number:	1531924	MOBILE/MANUFACTURED HOME BLUE BOOK
Registration Number:	2172397	MODERN BULK TRANSPORTER
Registration Number:	2285469	MRT
Registration Number:	3131377	MULTICHANNEL MERCHANT
Registration Number:	0668070	MUNICIPAL INDEX
Registration Number:	1426531	MUNICIPAL INDEX
Registration Number:	2229917	NATIONAL CENTER FOR DATABASE MARKETING
Registration Number:	2799466	NATIONAL CONFERENCE ON OPERATIONS & FULFILLMENT
Registration Number:	3173566	NATIONAL HOG FARMER
Registration Number:	1402130	NATIONAL REAL ESTATE INVESTOR
Registration Number:	2549680	NCOF
Registration Number:	1618763	NREI
Registration Number:	2800968	NREI NEWSLINE
Registration Number:	3219997	O+F OPERATIONS & FULFILLMENT
Registration Number:	2543483	ONSTAGE
Registration Number:	2449039	OPERATIONS & FULFILLMENT
Registration Number:	2554251	PAPER FILM FOIL CONVERTER

Registration Number:	1571872	PAPER, FILM & FOIL CONVERTER
Registration Number:	2515260	PASSPORT
Registration Number:	1574862	PCIM
Registration Number:	2572284	PERSONAL STUDIO BUYER'S GUIDE
Registration Number:	2657368	POWER ELECTRONICS TECHNOLOGY
Registration Number:	1144162	POWERCONVERSION
Registration Number:	2319923	POWERSPORT VEHICLE BLUE BOOK
Registration Number:	2157139	POWERSYSTEMS WORLD
Registration Number:	3050669	PRO AWARDS
Registration Number:	2486076	PRODIGITAL
Registration Number:	2236281	PROMO
Serial Number:	77037704	PROMO
Registration Number:	2268280	PROMO EXPO
Registration Number:	2262181	PROMOXTRA!
Registration Number:	2483953	QUICKACCESS
Registration Number:	2799770	RADIO THE RADIO TECHNOLOGY LEADER
Registration Number:	1212395	RECREATIONAL VEHICLE BLUE BOOK
Registration Number:	0764854	RED BOOK OFFICIAL USED CAR VALUATIONS
Registration Number:	2174426	REFRIGERATED TRANSPORTER
Registration Number:	2706463	REGISTERED REP.
Registration Number:	1497701	REGISTERED REPRESENTATIVE
Registration Number:	2545440	REMIX
Registration Number:	3210371	REMIX
Registration Number:	0979977	RENTAL RATE BLUE BOOK
Registration Number:	2185611	RER
Registration Number:	2870736	RETAIL TRAFFIC
Registration Number:	2647431	RETECH
Registration Number:	1517932	RF DESIGN
Registration Number:	1505427	RF DESIGN
Registration Number:	1571871	ROCK PRODUCTS
Registration Number:	1349344	S&VC
Registration Number:	2539426	SATCOM.ISP
Registration Number:	2521406	SATELLITE BROADBAND
Registration Number:	3138033	SEARCHLINE
Registration Number:	1807439	SN

Serial Number:	76595173	SN'S WH WHOLE HEALTH
Registration Number:	1369629	SOUND & VIDEO CONTRACTOR
Registration Number:	1878625	SOUND & VIDEO CONTRACTOR
Registration Number:	1968599	SOUND FOR PICTURE
Registration Number:	1486566	SOUTHEAST AGRICULTURAL DIGEST
Registration Number:	1900240	SOUTHEAST COTTON CONFERENCE
Registration Number:	2001271	SOUTHEAST COTTON CONFERENCE
Registration Number:	1042260	SOUTHEAST FARM PRESS
Registration Number:	2824341	SOUTHEAST FARM PRESS
Registration Number:	1435106	SOUTHEAST REAL ESTATE NEWS
Registration Number:	2670575	SOUTHWEST CROPS PRODUCTION CONFERENCE
Registration Number:	2824340	SOUTHWEST FARM PRESS
Registration Number:	1042259	SOUTHWEST FARM PRESS
Registration Number:	1520859	SOYBEAN DIGEST
Registration Number:	2242253	SPA/SAUNA
Registration Number:	1587750	SPECIAL EVENTS
Registration Number:	2683328	SPEEDNEWS
Registration Number:	2700006	SPEEDNEWS
Registration Number:	2690478	STATE OF THE STATES
Registration Number:	1797380	SUPERMARKET BEVERAGE
Registration Number:	1797381	SUPERMARKET CANDY
Registration Number:	0636191	SUPERMARKET NEWS
Registration Number:	0885510	T & D
Registration Number:	1921912	TELEPHONY
Serial Number:	78689877	AIR CHARTER GUIDE
Serial Number:	78907918	THE AIR CHARTER GUIDE
Serial Number:	77059161	THE BRIEFING ROOM
Registration Number:	2273825	THE EDUCATIONAL AUTHORITY FOR PROMOTIONAL APPAREL
Registration Number:	2508710	THE ELECTRONICS SOURCE BOOK
Registration Number:	2542331	THE ELECTRONICS SOURCE BOOK ONLINE
Registration Number:	3143414	THE INDEPENDENT
Registration Number:	2281726	THE INDEPENDENT VOICE OF ELECTRICAL DISTRIBUTION
Registration Number:	2202403	THE JOURNAL OF DIGITAL TELEVISION
Registration Number:	2862908	THE LAST BID

Registration Number:	1143328	THE MIX
Registration Number:	1634000	THE OLDER TRUCK BLUE BOOK
Registration Number:	3016448	THE OFFICIAL TRACTOR BLUE BOOK
Registration Number:	2247038	THE SPECIAL EVENT
Registration Number:	2174425	TRAILER BODY BUILDERS
Registration Number:	1864721	TRANSMISSION & DISTRIBUTION
Registration Number:	2733570	TRANSPORTATION SECURITY
Registration Number:	1358016	TRUCK BLUE BOOK
Registration Number:	0873461	TRUCK BLUE BOOK OFFICIAL USED TRUCK VALUATIONS
Registration Number:	1052169	TRUCK IDENTIFICATION BOOK
Registration Number:	2751693	TRUCKER.COM
Registration Number:	2524774	TRUSTS & ESTATES
Registration Number:	1197227	TRUSTS & ESTATES
Registration Number:	2712566	USERS CHOICE AWARDS
Registration Number:	2464121	UTECH
Registration Number:	2305009	VIDEO SYSTEMS
Registration Number:	2392880	VIDEO SYSTEMS
Serial Number:	78864369	WARD'S
Registration Number:	0542113	WARD'S
Registration Number:	1442079	WARD'S AUTOMOTIVE INTERNATIONAL
Serial Number:	77057024	WARD'S AUTO WORLD
Registration Number:	1461884	WARD'S AUTOMOTIVE YEARBOOK
Registration Number:	0896525	WARD'S AUTOWORLD
Registration Number:	2150243	WARD'S DEALER BUSINESS
Registration Number:	1996456	WARD'S ENGINE AND VEHICLE TECHNOLOGY UPDATE
Registration Number:	2426977	WASTE AGE
Registration Number:	1869900	WASTE EXPO
Registration Number:	2687626	WEALTH MANAGEMENT LETTER
Registration Number:	2741018	WESTERN FARM PRESS
Registration Number:	2799535	WILDFIRE
Registration Number:	2223377	WIRELESS REVIEW
Serial Number:	77037807	PROMO SOURCEBOOK

CORRESPONDENCE DATA

Fax Number: (215)279-9394

**TRADEMARK**  
**REEL: 003509 FRAME: 0218**



*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

Email: jordan.lavine@flastergreenberg.com  
Correspondent Name: Jordan A. LaVine  
Address Line 1: 1628 John F. Kennedy Blvd., 15th Floor  
Address Line 4: Philadelphia, PENNSYLVANIA 19103

ATTORNEY DOCKET NUMBER:	P0522.0416
NAME OF SUBMITTER:	Jordan A. LaVine
Signature:	/Jordan A. LaVine/
Date:	03/28/2007

**Total Attachments: 4**

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# Delaware

PAGE 1

*The First State*

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE RESTATED CERTIFICATE OF "PRISM BUSINESS MEDIA INC.", CHANGING ITS NAME FROM "PRISM BUSINESS MEDIA INC." TO "PENTON BUSINESS MEDIA, INC.", FILED IN THIS OFFICE ON THE TWENTY-FIRST DAY OF MARCH, A.D. 2007, AT 5:56 O'CLOCK P.M.

A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE KENT COUNTY RECORDER OF DEEDS.

2198100 8100

070345694



*Harriet Smith Windsor*

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 5529705

DATE: 03-22-07

TRADEMARK  
REEL: 003509 FRAME: 0220

**SECOND AMENDED AND RESTATED CERTIFICATE OF INCORPORATION**

**OF**

**PRISM BUSINESS MEDIA INC.**

(Pursuant to Sections 228, 242 and 245 of the General  
Corporation Law of the State of Delaware)

Prism Business Media Inc., a Delaware corporation (the "Corporation"), hereby certifies that:

FIRST: The name of the Corporation is "Prism Business Media Inc." The Corporation was originally incorporated under the name "Intertec Acquisition Corporation." The date of filing its original Certificate of Incorporation with the Secretary of State was June 2, 1989.

SECOND: This Second Amended and Restated Certificate of Incorporation (this "Certificate") amends and restates in its entirety the Amended and Restated Certificate of Incorporation of the Corporation. This Certificate has been approved by the directors of the Corporation and duly adopted by the stockholders in the manner and by the vote prescribed by Sections 228, 242 and 245 of the General Corporation Law of the State of Delaware.

THIRD: This Certificate will become effective immediately upon its filing with the Secretary of State of the State of Delaware.

FOURTH: Upon the filing with the Secretary of State of the State of Delaware of this Certificate, the Certificate of Incorporation of the Corporation will be amended and restated in its entirety to read as follows:

\* \* \* \* \*

**SECOND AMENDED AND RESTATED  
CERTIFICATE OF INCORPORATION**

**OF**

**PENTON BUSINESS MEDIA, INC.**

**FIRST:** The name of the Corporation is Penton Business Media, Inc.

**SECOND:** The address of the registered office of the corporation in the state of Delaware and the county of Kent is 615 South Dupont Highway, Dover, Delaware 19901 and the name of the registered agent at that address is Capitol Services, Inc.

**THIRD:** The purpose of the Corporation is to engage in any lawful act or activity for which corporations may be organized under the General Corporation Law of Delaware.

**FOURTH:** The total number of shares of all classes of capital stock which the Corporation shall have authority to issue is 51,000 shares, consisting of 1,000 shares of Common Stock, par value \$.01 per share, and 50,000 shares of Preferred Stock, par value of \$.01 per share.

The board of directors is authorized, subject to any limitations prescribed by law, to provide for the issuance of the shares of Preferred Stock in series, and by filing a certificate pursuant to the applicable law of the state of Delaware, to establish from time to time the number of shares to be included in each such series, and to fix the designation, powers, preferences and rights of the shares of each such series and any qualifications, limitations or restrictions thereof. The number of authorized shares of Preferred Stock may be increased or decreased (but not below the number of shares thereof then outstanding) by the affirmative vote of the holders of a majority of the Common Stock without a vote of the holders of the Preferred Stock, or of any series thereof, unless a vote of any such holders is required pursuant to the certificate or certificates establishing the series of Preferred Stock.

**FIFTH:** The duration of the corporation shall be perpetual.

**SIX:** The personal liability of all of the directors of the corporation is hereby eliminated to the fullest extent allowed as provided by the Delaware General Corporation Law, as the same may be supplemented and amended.

**SEVENTH:** The corporation shall, to the fullest extent legally permissible under the provisions of the Delaware General Corporation Law, as the same may be amended and supplemented, have the power to indemnify and hold harmless any and all persons whom it shall have power to indemnify under said provisions from and against any and all liabilities (including expenses) imposed upon or reasonably incurred by such person in connection with any action, suit or other proceeding in which such

person may be involved or with which such person may be threatened, or other matters referred to in or covered by said provisions both as to action in such person's official capacity and as to action in another capacity while holding such office, and shall continue as to a person who has ceased to be a director or officer of the corporation. Such indemnification provided shall not be deemed exclusive of any other rights to which those indemnified may be entitled under any Bylaw, agreement or resolution adopted by the shareholders entitled to vote thereon after notice.

EIGHTH: The Bylaws may be altered, amended or repealed or new bylaws may be adopted by the stockholders or by the Board of Directors. The power of the Board of Directors to adopt, amend or repeal bylaws shall not divest or limit the power of the stockholders to adopt, amend or repeal bylaws.

Dated on this 15<sup>th</sup> day of March, 2007.

/s/ ANUP BAGARIA

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Anup Bagaria  
Co-President