

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

|                              |   |
|------------------------------|---|
| <b>SUBMISSION TYPE:</b>      | NEW ASSIGNMENT  |
| <b>NATURE OF CONVEYANCE:</b> | Assignment and Assumption of Security Interest recorded at Reel/Frame No. 3732/0472 |

**CONVEYING PARTY DATA**

| Name          | Formerly | Execution Date | Entity Type |
|---------------|----------|----------------|-------------|
| Credit Suisse |          | 07/27/2009     | Bank:       |

**RECEIVING PARTY DATA**

|                        |  |
|------------------------|--|
| <b>Name:</b>           | The Bank of New York Mellon            |
| <b>Street Address:</b> | 600 East Las Colinas Blvd., Suite 1300 |
| <b>City:</b>           | Irving                                 |
| <b>State/Country:</b>  | TEXAS                                  |
| <b>Postal Code:</b>    | 75039                                  |
| <b>Entity Type:</b>    | Banking Corporation: NEW YORK          |

**PROPERTY NUMBERS Total: 134**

| Property Type        | Number  | Word Mark                        |
|----------------------|---------|----------------------------------|
| Registration Number: | 2757705 |                                  |
| Registration Number: | 2951167 |                                  |
| Registration Number: | 2879819 |                                  |
| Registration Number: | 2461302 | ABRN AUTOMOTIVE BODY REPAIR NEWS |
| Registration Number: | 1874159 | ADVANSTAR                        |
| Registration Number: | 1770400 | ADVANSTAR COMMUNICATIONS         |
| Registration Number: | 1770399 | ADVANSTAR COMMUNICATIONS         |
| Registration Number: | 1758303 | AFTERMARKET BUSINESS             |
| Registration Number: | 2263202 | AMERICAN BIG TWIN DEALER         |
| Registration Number: | 2851053 | APPLIED CLINICAL TRIALS          |
| Registration Number: | 1786314 | APPLIED CLINICAL TRIALS          |
| Registration Number: | 3262875 | AUDIO DETAIL                     |
| Registration Number: | 1877565 | AUTOMOTIVE BODY REPAIR NEWS      |

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|----------------------|---------|--|
| Registration Number: | 1584615 | B F I A BODY FASHIONS INTIMATE APPAREL |
| Registration Number: | 3225198 | BIG TWIN DEALER                        |
| Registration Number: | 2959787 | BIOPHARM                               |
| Registration Number: | 2161099 | BIOPHARM                               |
| Registration Number: | 2796923 | BIOPHARM INTERNATIONAL                 |
| Registration Number: | 3292403 | CAD/CAM CONGRESS                       |
| Registration Number: | 3010959 | CENTRAL VETERINARY CONFERENCE          |
| Registration Number: | 3035606 | CLINICAL EDGE                          |
| Registration Number: | 2319529 | COMPASS                                |
| Registration Number: | 2868505 | CONTEMPORARY KIDS                      |
| Registration Number: | 1009340 | CONTEMPORARY OB/GYN                    |
| Registration Number: | 1379141 | CONTEMPORARY PEDIATRICS                |
| Registration Number: | 1568283 | CONTEMPORARY UROLOGY                   |
| Registration Number: | 2127857 | COSMETIC SURGERY TIMES                 |
| Registration Number: | 2827054 | CVC                                    |
| Registration Number: | 2905537 | CVC                                    |
| Registration Number: | 2740004 | CVC                                    |
| Registration Number: | 3076072 | DEALER EXPO                            |
| Registration Number: | 1606352 | DEALERNEWS                             |
| Registration Number: | 2966909 | DEALERNEWS TOP 100                     |
| Registration Number: | 1346115 | DENTAL LAB PRODUCTS                    |
| Registration Number: | 2841929 | DENTAL PRACTICE REPORT                 |
| Registration Number: | 0987917 | DENTAL PRODUCTS REPORT                 |
| Registration Number: | 1456511 | DERMATOLOGY TIMES                      |
| Registration Number: | 3125208 | DIGITAL RADIOGRAPHY CONGRESS           |
| Registration Number: | 3413685 | DIRT SPORTS                            |
| Registration Number: | 2946989 | DIRTSports                             |
| Registration Number: | 3413686 | DIRT SPORTS                            |
| Registration Number: | 3224977 | DPRACTIVE SEARCH                       |
| Registration Number: | 3224966 | DPRACTIVE SEARCH                       |
| Registration Number: | 3485608 | DPRWORLD                               |
| Registration Number: | 1198723 | DRUG TOPICS                            |
| Registration Number: | 3503624 | DRUG TOPICS                            |
| Registration Number: | 3257623 | DVM                                    |
| Registration Number: | 2840854 | DVM BEST PRACTICES                     |

|                      |         |   |
|----------------------|---------|---|
| Registration Number: | 1580044 | DVM THE NEWSMAGAZINE OF VETERINARY MEDICINE |
| Registration Number: | 3197433 | FIRSTLINE                                   |
| Registration Number: | 2496965 | FIRSTLINE LIVE                              |
| Registration Number: | 2127917 | FORMULARY                                   |
| Registration Number: | 0831462 | GERIATRICS                                  |
| Registration Number: | 3552567 | HEALTHCARE TRAVELER                         |
| Registration Number: | 1612482 | HOSPITAL PHARMACIST REPORT                  |
| Registration Number: | 2719342 | HT  |
| Registration Number: | 2807309 | INDUSTRY 212                                |
| Registration Number: | 1466791 | INFECTION CONTROL REPORT                    |
| Registration Number: | 3087736 | INSTITUTE OF VALIDATION TECHNOLOGY          |
| Registration Number: | 2240014 | INSTITUTE OF VALIDATION TECHNOLOGY          |
| Registration Number: | 1888093 | INTERNATIONAL FASHION FABRIC EXHIBITION     |
| Registration Number: | 1724158 | INTERNATIONAL KIDS FASHION SHOW             |
| Registration Number: | 1646225 | INTERNATIONAL MOTORCYCLE SHOWS              |
| Registration Number: | 2846995 | JOURNAL OF GXP COMPLIANCE                   |
| Registration Number: | 3224963 | JOURNAL OF GXP COMPLIANCE                   |
| Registration Number: | 2046800 | JOURNAL OF VALIDATION TECHNOLOGY            |
| Registration Number: | 3259907 | JOURNAL OF VALIDATION TECHNOLOGY            |
| Registration Number: | 2445230 | LC GC                                       |
| Registration Number: | 3089519 | LEAVE THE GRIND BEHIND                      |
| Registration Number: | 2402398 | LICENSE!                                    |
| Registration Number: | 3257621 | LICENSE                                     |
| Registration Number: | 2985276 | LICENSING 2004 INTERNATIONAL                |
| Registration Number: | 3413760 | LOCUM LIFE                                  |
| Registration Number: | 2629128 | MANAGED HEALTHCARE EXECUTIVE                |
| Registration Number: | 0183595 | MEDICAL ECONOMICS                           |
| Registration Number: | 1242071 | MEDICAL ECONOMICS                           |
| Registration Number: | 3452237 | MEDICAL ECONOMICS                           |
| Registration Number: | 0894635 | MEDICAL LABORATORY OBSERVER                 |
| Registration Number: | 3203101 | MODERN HEALTH FOR MEN                       |
| Registration Number: | 3125220 | MODERN HYGIENIST                            |
| Registration Number: | 0537137 | MODERN MEDICINE                             |
| Registration Number: | 3393609 | MODERN MEDICINE                             |
| Registration Number: | 0791433 | MOTOR AGE                                   |

|                      |         |   |
|----------------------|---------|---|
| Registration Number: | 0157464 | MOTOR SERVICE   |
| Registration Number: | 2654447 | OFF ROAD EXPO   |
| Registration Number: | 3034727 | OFF-ROAD IMPACT                                       |
| Registration Number: | 3589207 | OFF-ROAD NATION                                       |
| Registration Number: | 3587611 | OFF-ROAD NATION RADIO                                 |
| Registration Number: | 3180814 | OFF-ROAD.COM  |
| Registration Number: | 1461867 | OPHTHALMOLOGY TIMES                                   |
| Registration Number: | 1474973 | PATIENT CARE  |
| Registration Number: | 2147366 | PHARMACEUTICAL EXECUTIVE                              |
| Registration Number: | 1939293 | PHARMACEUTICAL REPRESENTATIVE                         |
| Registration Number: | 1603664 | PHARMACEUTICAL TECHNOLOGY                             |
| Registration Number: | 2684949 | PHARMAGENOMICS DRUG DISCOVERY IN THE POST GENOMIC ERA |
| Registration Number: | 1697610 | POCKET SURVIVAL GUIDE                                 |
| Registration Number: | 2937548 | POOL  |
| Registration Number: | 2941449 | POOL  |
| Registration Number: | 3188032 | PROAB   |
| Registration Number: | 2960891 | PROJECT   |
| Registration Number: | 2889181 | PROJECT   |
| Registration Number: | 2441985 | REVIEWING STAND                                       |
| Registration Number: | 0676731 | RN  |
| Registration Number: | 3311158 | RN CAREERSEARCH                                       |
| Registration Number: | 2848851 | SMARTER BUSINESS. BETTER PATIENT CARE.                |
| Registration Number: | 2343638 | SPECTROSCOPY  |
| Registration Number: | 2711239 | STUDENT ADVISOR                                       |
| Registration Number: | 3411093 | STYLING & PERFORMANCE                                 |
| Registration Number: | 2740714 | TECHNIQUES IN TODAY'S PRACTICE                        |
| Registration Number: | 2287974 | THE FACTORY   |
| Registration Number: | 3257559 | THE VOICE OF OFF-ROAD MOTORSPORTS                     |
| Registration Number: | 1930828 | THE VOICE OF THE COLLISION REPAIR INDUSTRY            |
| Registration Number: | 1533011 | TRENDS IN DENTISTRY                                   |
| Registration Number: | 1399973 | TRENDS IN DENTISTRY                                   |
| Registration Number: | 2828369 | TWO SIDES OF YOUR PRACTICE                            |
| Registration Number: | 3105327 | 2 WHEEL TUNER   |
| Registration Number: | 3266862 | UROLOGY CONGRESS                                      |

|                      |         |  |
|----------------------|---------|--|
| Registration Number: | 1462774 | UROLOGY TIMES                                      |
| Registration Number: | 2092596 | VET DATA   |
| Registration Number: | 2852171 | VETERINARY ECONOMICS                               |
| Registration Number: | 1810700 | VETERINARY ECONOMICS                               |
| Registration Number: | 2816655 | VETERINARY ECONOMICS HD HOSPITAL DESIGN CONFERENCE |
| Registration Number: | 2816656 | VETERINARY ECONOMICS PROGRESS IN PRACTICE SEMINARS |
| Registration Number: | 2816657 | VETERINARY ECONOMICS VETERINARY VOYAGES            |
| Registration Number: | 2584036 | VETERINARY HEALTHCARE COMMUNICATIONS               |
| Registration Number: | 1810701 | VETERINARY MEDICINE                                |
| Registration Number: | 2859078 | VETGUIDE   |
| Registration Number: | 2885380 | VETGUIDE.COM                                       |
| Registration Number: | 1137377 | VPB  |
| Registration Number: | 1576739 | WESTERN PLASTICS EXPOSITION                        |
| Registration Number: | 3041433 | WHAT ARE YOU RIDING?                               |
| Registration Number: | 3258816 | WHERE THE OFF-ROAD NATION CONDUCTS BUSINESS        |
| Registration Number: | 1576740 | WPE  |
| Registration Number: | 2664817 | YOUR DVM CAREER                                    |

**CORRESPONDENCE DATA**

Fax Number: (714)755-8290  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Email: ipdocket@lw.com  
Correspondent Name: Latham & Watkins LLP  
Address Line 1: 650 Town Center Drive  
Address Line 2: Suite 2000  
Address Line 4: Costa Mesa, CALIFORNIA 92626

|                         |                 |
|-------------------------|-----------------|
| ATTORNEY DOCKET NUMBER: | 038263-0181     |
| NAME OF SUBMITTER:      | Rhonda DeLeon   |
| Signature:              | /Rhonda DeLeon/ |
| Date:                   | 07/28/2009      |

Total Attachments: 13  
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**ASSIGNMENT AND ASSUMPTION**

This ASSIGNMENT AND ASSUMPTION AGREEMENT (this "Assignment and Assumption") is dated as of July 27, 2009 and made by and between The Bank of New York Mellon, in its capacities as successor Administrative Agent (as defined in the Credit Agreement described below) and Successor Collateral Agent (as defined in the Credit Agreement described below) (in such capacities, the "Successor Agent") and Credit Suisse, in its capacities as Administrative Agent (as defined in the Credit Agreement described below) and Collateral Agent (as defined in the Credit Agreement described below) (in such capacities, the "Existing Agent").

WHEREAS, pursuant to a Second Lien Credit Agreement, dated as of May 31, 2007 (as amended, supplemented, amended and restated or otherwise modified from time to time, the "Credit Agreement"), among Advanstar Communications Inc. (the "Borrower"), Advanstar, Inc., the lenders party thereto from time to time (the "Lenders"), Credit Suisse Securities (USA) LLC and Barclays Bank PLC, as Joint Lead Arrangers and Joint Bookrunners, TD Securities (USA) LLC and The Governor and Company of the Bank of Ireland, as Syndication Agents, and the Existing Agent, the Lenders have extended Commitments to make Loans to the Borrower.

WHEREAS, in connection with the Credit Agreement, certain subsidiaries of the Borrower (the "Grantors") have executed and delivered in favor of the Existing Agent for the benefit of the Secured Parties (a) the Second Lien Pledge and Security Agreement, dated as of May 31, 2007 (as amended, supplemented or otherwise modified from time to time, the "Pledge and Security Agreement"); (b) the Trademark Security Agreement dated as of May 31, 2007 and recorded with the U.S. Patent and Trademark Office on March 5, 2008 at Reel/Frame Nos. 3732/0472, 3732/0633 and 3732/0595; (c) the Trademark Security Agreement dated as of December 31, 2007; (d) the Second Lien Trademark Security Agreement dated as of February 29, 2008 and recorded with the U.S. Patent and Trademark Office on March 13, 2008 at Reel/Frame 3739/0982; and (e) the Trademark Security Agreement dated as of March 6, 2008 (such agreements, other than the Pledge and Security Agreement, collectively, the "Trademark Security Agreements").

WHEREAS, pursuant to the Pledge and Security Agreement and the Trademark Security Agreements, each Grantor granted the Existing Agent, in its capacity as Collateral Agent, a lien on and security interest in and to all of its right, title and interest in, to and under the Trademark Collateral (as defined in the Pledge and Security Agreement); and

WHEREAS, pursuant to the Successor Agent and Amendment Agreement dated as of July 27, 2009 by and among the Successor Agent, the Existing Agent, the Borrower and each of the Required Lenders, the Existing Agent has transferred to the Successor Agent, and the Successor Agent has assumed, all of the rights and duties as Administrative Agent and Collateral Agent.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged by each of the parties hereto, the parties hereto, intending to be legally bound, hereby agree as follows:

SECTION 1. Definitions. Unless otherwise defined herein or the context otherwise requires, terms used in this Assignment and Assumption, including its preamble and recitals, have the meanings provided (or incorporated by reference) in the Credit Agreement.

SECTION 2. Assigned Interest. As of the Effective Date (as defined below), the Existing Agent hereby irrevocably assigns to the Successor Agent without recourse, and the Successor Agent hereby assumes from the Existing Agent, the interest in and to all rights and obligations under the Trademark Security Agreements, including, without limitation, all rights granted and obligations assumed under such Trademark Security Agreements with respect to the Trademark Collateral identified in Schedule I to this Assignment and Assumption.

SECTION 3. Effectiveness. The effective date of this Assignment and Assumption shall be the date of execution by all parties (the "Effective Date").

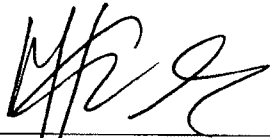
SECTION 4. Governing Law. This Assignment and Assumption shall be governed by and construed in accordance with the laws of the State of New York.

SECTION 5. Counterparts. This Assignment and Assumption may be executed in any number of counterparts, each of which shall be deemed an original and shall be taken to be one and the same instrument, for the same effect as if all parties hereto had signed the same signature page.



IN WITNESS WHEREOF, the parties hereto have caused this Assignment and Assumption to be executed by their respective duly authorized officers.

THE BANK OF NEW YORK MELLON,  
as Successor Agent

By:   
Name: Melinda Valentine  
Title: Vice President

Accepted:

CREDIT SUISSE, CAYMAN ISLANDS  
BRANCH,  
as Existing Agent

By: \_\_\_\_\_  
Name:  
Title:

By: \_\_\_\_\_  
Name:  
Title:

Accepted:

CREDIT SUISSE, CAYMAN ISLANDS  
BRANCH,  
as Existing Agent

By:   
Name: **KARIM BLASETTI**  
Title: **VICE PRESIDENT**






By:   
Name: **Shaheen Malik**  
Title: **Vice President**



Signature Page to Assignment and  
Assumption Agreement

SCHEDULE I  
to  
ASSIGNMENT AND ASSUMPTION

Trademark Collateral

ADVANSTAR COMMUNICATIONS, INC.


| No. | ADVANSTAR COMMUNICATIONS, INC.<br>Trademark   | Application No.<br>Filing Date | Registration No.<br>Registration Date |
|-----|---|--------------------------------|---------------------------------------|
| 1.  |    | 76388666<br>March 29, 2002     | 2757705<br>August 26, 2003            |
| 2.  |    | 76586421<br>March 30, 2004     | 2951167<br>May 17, 2005               |
| 3.  |    | 76050452<br>May 17, 2000       | 2879819<br>August 31, 2004            |
| 4.  | ABRN AUTOMOTIVE BODY REPAIR NEWS  | 75903399<br>January 24, 2000   | 2461302<br>June 19, 2001              |
| 5.  | ADVANSTAR   | 74482076<br>January 24, 1994   | 1874159<br>January 17, 1995           |
| 6.  |  | 74316417<br>September 23, 1992 | 1770400<br>May 11, 1993               |
| 7.  | ADVANSTAR COMMUNICATIONS  | 74316412<br>September 23, 1992 | 1770399<br>May 11, 1993               |
| 8.  | AFTERMARKET BUSINESS  | 74283407<br>June 10, 1992      | 1758303<br>March 16, 1993             |
| 9.  | AMERICAN BIG TWIN DEALER  | 75531644<br>August 5, 1998     | 2263202<br>July 20, 1999              |
| 10. | APPLIED CLINICAL TRIALS   | 78281277<br>July 31, 2003      | 2851053<br>June 8, 2004               |
| 11. | APPLIED CLINICAL TRIALS   | 74272431<br>May 4, 1992        | 1786314<br>August 3, 1993             |
| 12. | AUDIO DETAIL  | 78722930<br>September 29, 2005 | 3262875<br>July 10, 2007              |
| 13. | AUTOMOTIVE BODY REPAIR NEWS   | 74414496<br>July 19, 1993      | 1877565<br>February 7, 1995           |
| 14. |  | 73786592<br>March 14, 1989     | 1584615<br>February 27, 1990          |

| No. | ADVANSTAR COMMUNICATIONS, INC.<br>Trademark   | Application No.<br>Filing Date | Registration No.<br>Registration Date |
|-----|---|--------------------------------|---------------------------------------|
| 15. | BIG TWIN DEALER   | 78926901<br>July 11, 2006      | 3225198<br>April 3, 2007              |
| 16. | BIOPHARM  | 78406529<br>April 22, 2004     | 2959787<br>June 7, 2005               |
| 17. | BIOPHARM  | 75213929<br>December 16, 1996  | 2161099<br>May 26, 1998               |
| 18. | BIOPHARM INTERNATIONAL  | 76432695<br>July 22, 2002      | 2796923<br>December 23, 2003          |
| 19. | CAD/CAM CONGRESS  | 77010784<br>September 29, 2006 | 3292403<br>September 11, 2007         |
| 20. | CENTRAL VETERINARY CONFERENCE   | 78430123<br>June 4, 2004       | 3010959<br>November 1, 2005           |
| 21. | CLINICAL EDGE   | 78515076<br>November 11, 2004  | 3035606<br>December 27, 2005          |
| 22. | COMPASS   | 75675649<br>April 5, 1999      | 2319529<br>February 15, 2000          |
| 23. | CONTEMPORARY KIDS   | 76474349<br>December 11, 2002  | 2868505<br>August 3, 2004             |
| 24. | CONTEMPORARY OB/GYN   | 72447773<br>February 5, 1973   | 1009340<br>April 22, 1975             |
| 25. | CONTEMPORARY PEDIATRICS   | 73541478<br>June 5, 1985       | 1379141<br>January 21, 1986           |
| 26. | CONTEMPORARY UROLOGY  | 73749078<br>August 29, 1988    | 1568283<br>November 28, 1989          |
| 27. | COSMETIC SURGERY TIMES  | 75163587<br>September 10, 1996 | 2127857<br>January 6, 1998            |
| 28. |  | 76438684<br>August 8, 2002     | 2827054<br>March 30, 2004             |
| 29. |  | 76438683<br>August 8, 2002     | 2905537<br>November 30, 2004          |
| 30. | CVC   | 76436003<br>July 31, 2002      | 2740004<br>July 22, 2003              |
| 31. | DEALER EXPO   | 78521187<br>November 22, 2004  | 3076072<br>April 4, 2006              |


| No. | ADVANSTAR COMMUNICATIONS, INC.<br>Trademark   | Application No.<br>Filing Date | Registration No.<br>Registration Date |
|-----|---|--------------------------------|---------------------------------------|
| 32. | DEALERNEWS  | 73658530<br>April 23, 1987     | 1606352<br>July 17, 1990              |
| 33. |    | 78409420<br>April 28, 2004     | 2966909<br>July 12, 2005              |
| 34. | DENTAL LAB PRODUCTS   | 73499585<br>September 17, 1984 | 1346115<br>July 2, 1985               |
| 35. | DENTAL PRACTICE REPORT  | 76475223<br>December 13, 2002  | 2841929<br>May 11, 2004               |
| 36. | DENTAL PRODUCTS REPORT  | 72457004<br>May 10, 1973       | 0987917<br>July 9, 1974               |
| 37. | DERMATOLOGY TIMES   | 73646350<br>February 24, 1987  | 1456511<br>September 8, 1987          |
| 38. | DIGITAL RADIOGRAPHY CONGRESS  | 78708823<br>September 8, 2005  | 3125208<br>August 1, 2006             |
| 39. | DIRT SPORTS   | 77188615<br>May 23, 2007       | 3413685<br>April 15, 2008             |
| 40. | DIRTSPORTS  | 78426709<br>May 28, 2004       | 2946989<br>May 3, 2005                |
| 41. |  | 77189178<br>May 24, 2007       | 3413686<br>April 15, 2008             |
| 42. |  | 78898749<br>June 2, 2006       | 3224977<br>April 3, 2007              |
| 43. | DPRACTIVE SEARCH  | 78897080<br>May 31, 2006       | 3224966<br>April 3, 2007              |
| 44. | DPRWORLD  | 77078839<br>January 9, 2007    | 3485608<br>August 12, 2008            |
| 45. | DRUG TOPICS   | 73318108<br>July 8, 1981       | 1198723<br>June 22, 1982              |
| 46. | DRUG TOPICS   | 77160442<br>April 19, 2007     | 3503624<br>September 23, 2008         |
| 47. | DVM   | 77034304<br>November 1, 2006   | 3257623<br>July 3, 2007               |
| 48. | DVM BEST PRACTICES  | 76313382<br>September 17, 2001 | 2840854<br>May 11, 2004               |
| 49. | DVM THE NEWSMAGAZINE OF VETERINARY<br>MEDICINE                                      | 73786589<br>March 14, 1989     | 1580044<br>January 30, 1990           |

| No. | ADVANSTAR COMMUNICATIONS, INC.<br>Trademark   | Application No.<br>Filing Date | Registration No.<br>Registration Date |
|-----|---|--------------------------------|---------------------------------------|
| 50. | FIRSTLINE   | 78524602<br>November 30, 2004  | 3197433<br>January 9, 2007            |
| 51. | FIRSTLINE LIVE  | 75795839<br>September 8, 1999  | 2496965<br>October 9, 2001            |
| 52. | FORMULARY   | 75245364<br>February 21, 1997  | 2127917<br>January 6, 1998            |
| 53. | GERIATRICS  | 72238643<br>February 11, 1966  | 0831462<br>July 4, 1967               |
| 54. | HEALTHCARE TRAVELER   | 77176858<br>May 9, 2007        | 3552567<br>December 30, 2008          |
| 55. | HOSPITAL PHARMACIST REPORT  | 73837099<br>November 8, 1989   | 1612482<br>September 4, 1990          |
| 56. | HT  | 76448652<br>September 11, 2002 | 2719342<br>May 27, 2003               |
| 57. | INDUSTRY 212  | 76432696<br>July 22, 2002      | 2807309<br>January 20, 2004           |
| 58. | INFECTION CONTROL REPORT  | 73611463<br>July 25, 1986      | 1466791<br>November 24, 1987          |
| 59. | INSTITUTE OF VALIDATION TECHNOLOGY  | 78639203<br>May 27, 2005       | 3087736<br>May 2, 2006                |
| 60. | INSTITUTE OF VALIDATION TECHNOLOGY  | 75496199<br>June 4, 1998       | 2240014<br>April 13, 1999             |
| 61. | INTERNATIONAL FASHION FABRIC EXHIBITION   | 74428462<br>August 25, 1993    | 1888093<br>April 4, 1995              |
| 62. | INTERNATIONAL KIDS FASHION SHOW   | 74239090<br>January 17, 1992   | 1724158<br>October 13, 1992           |
| 63. | INTERNATIONAL MOTORCYCLE SHOWS  | 74036027<br>March 8, 1990      | 1646225<br>May 28, 1991               |
| 64. | JOURNAL OF GXP COMPLIANCE   | 76491612<br>February 19, 2003  | 2846995<br>May 25, 2004               |
| 65. | JOURNAL OF GXP COMPLIANCE   | 78896534<br>May 31, 2006       | 3224963<br>April 3, 2007              |
| 66. | JOURNAL OF VALIDATION TECHNOLOGY  | 75039779<br>January 3, 1996    | 2046800<br>March 18, 1997             |
| 67. | JOURNAL OF VALIDATION TECHNOLOGY  | 77059771<br>December 8, 2006   | 3259907<br>July 10, 2007              |
| 68. |  | 75800732<br>September 15, 1999 | 2445230<br>April 17, 2001             |
| 69. | LEAVE THE GRIND BEHIND  | 78470045<br>August 19, 2004    | 3089519<br>May 9, 2006                |
| 70. |  | 75404120<br>December 11, 1997  | 2402398<br>November 7, 2000           |
| 71. | LICENSE   | 77033498<br>October 31, 2006   | 3257621<br>July 3, 2007               |

| No. | ADVANSTAR COMMUNICATIONS, INC.<br>Trademark | Application No.<br>Filing Date | Registration No.<br>Registration Date |
|-----|---|--------------------------------|---------------------------------------|
| 72. | <b>LICENSING 2004</b><br>INTERNATIONAL      | 78407132<br>April 23, 2004     | 2985276<br>August 16, 2005            |
| 73. | LOCUM LIFE                                  | 78622248<br>May 4, 2005        | 3413760<br>April 15, 2008             |
| 74. | MANAGED HEALTHCARE EXECUTIVE                | 76150761<br>October 20, 2000   | 2629128<br>October 1, 2002            |
| 75. | <b>Medical<br/>Economics</b>                | 71188271<br>November 13, 1923  | 0183595<br>May 6, 1924                |
| 76. | MEDICAL ECONOMICS                           | 73367577<br>June 1, 1982       | 1242071<br>June 14, 1983              |
| 77. | MEDICAL ECONOMICS                           | 77165369<br>April 25, 2007     | 3452237<br>June 24, 2008              |
| 78. | MEDICAL LABORATORY OBSERVER                 | 72336135<br>August 25, 1969    | 0894635<br>July 14, 1970              |
| 79. | MODERN HEALTH FOR MEN                       | 78732381<br>October 13, 2005   | 3203101<br>January 23, 2007           |
| 80. | MODERN HYGIENIST                            | 78722919<br>September 29, 2005 | 3125220<br>August 1, 2006             |
| 81. | <b>MODERN<br/>MEDICINE</b>                  | 71589669<br>December 20, 1949  | 0537137<br>January 30, 1951           |
| 82. | MODERN MEDICINE                             | 77080771<br>January 11, 2007   | 3393609<br>March 4, 2008              |
| 83. | MOTOR AGE                                   | 72196949<br>July 2, 1964       | 0791433<br>June 22, 1965              |
| 84. | <b>Motor Service</b>                        | 71153499<br>September 29, 1921 | 0157464<br>August 8, 1922             |
| 85. | OFF ROAD EXPO                               | 78042419<br>January 9, 2001    | 2654447<br>November 26, 2002          |
| 86. | OFF-ROAD IMPACT                             | 78441448<br>June 25, 2004      | 3034727<br>December 27, 2005          |
| 87. | OFF-ROAD NATION                             | 78966228<br>September 1, 2006  | 3589207<br>March 10, 2009             |
| 88. | OFF-ROAD NATION RADIO                       | 77003160<br>September 20, 2006 | 3587611<br>March 10, 2009             |
| 89. | OFF-ROAD.COM                                | 78799083<br>January 25, 2006   | 3180814<br>December 5, 2006           |
| 90. | OPHTHALMOLOGY TIMES                         | 73646209<br>February 24, 1987  | 1461867<br>October 20, 1987           |
| 91. | PATIENT CARE                                | 73669327<br>June 29, 1987      | 1474973<br>February 2, 1988           |
| 92. | PHARMACEUTICAL EXECUTIVE                    | 75213527<br>December 16, 1996  | 2147366<br>March 31, 1998             |

| No.  | ADVANSTAR COMMUNICATIONS, INC.<br>Trademark                                       | Application No.<br>Filing Date | Registration No.<br>Registration Date |
|------|---|--------------------------------|---------------------------------------|
| 93.  | PHARMACEUTICAL REPRESENTATIVE   | 74520264<br>May 5, 1994        | 1939293<br>December 5, 1995           |
| 94.  | PHARMACEUTICAL TECHNOLOGY   | 73774714<br>January 17, 1989   | 1603664<br>June 26, 1990              |
| 95.  | PHARMAGENOMICS DRUG DISCOVERY IN THE POST<br>GENOMIC ERA                          | 76362087<br>January 22, 2002   | 2684949<br>February 4, 2003           |
| 96.  | POCKET SURVIVAL GUIDE   | 74183626<br>July 10, 1991      | 1697610<br>June 30, 1992              |
| 97.  | POOL  | 76582891<br>March 23, 2004     | 2937548<br>April 5, 2005              |
| 98.  |  | 76586420<br>March 30, 2004     | 2941449<br>April 19, 2005             |
| 99.  | PROAB   | 78522644<br>November 24, 2004  | 3188032<br>December 19, 2006          |
| 100. | PROJECT   | 78227415<br>March 19, 2003     | 2960891<br>June 7, 2005               |
| 101. | <b>PROJECT</b>  | 78282708<br>August 4, 2003     | 2889181<br>September 28, 2004         |
| 102. | REVIEWING STAND   | 75744973<br>July 6, 1999       | 2441985<br>April 10, 2001             |
| 103. | RN  | 72054777<br>July 3, 1958       | 0676731<br>April 7, 1959              |
| 104. | RN CAREERSEARCH   | 77079529<br>January 10, 2007   | 3311158<br>October 16, 2007           |
| 105. | SMARTER BUSINESS. BETTER PATIENT CARE.  | 76465979<br>November 12, 2002  | 2848851<br>June 1, 2004               |
| 106. | SPECTROSCOPY  | 75746038<br>July 8, 1999       | 2343638<br>April 18, 2000             |
| 107. | STUDENT ADVISOR   | 76425731<br>June 28, 2002      | 2711239<br>April 29, 2003             |
| 108. | STYLING & PERFORMANCE   | 77145068<br>March 30, 2007     | 3411093<br>April 8, 2008              |
| 109. | TECHNIQUES IN TODAY'S PRACTICE  | 76198634<br>January 23, 2001   | 2740714<br>July 22, 2003              |
| 110. | THE FACTORY   | 75566692<br>October 7, 1998    | 2287974<br>October 19, 1999           |
| 111. | THE VOICE OF OFF-ROAD MOTORSPORTS   | 77001301<br>September 18, 2006 | 3257559<br>July 30, 2007              |
| 112. | THE VOICE OF THE COLLISION REPAIR INDUSTRY  | 74511292<br>April 11, 1994     | 1930828<br>October 31, 1995           |
| 113. | TRENDS IN DENTISTRY   | 73702737<br>December 24, 1987  | 1533011<br>April 4, 1989              |




| No.  | ADVANSTAR COMMUNICATIONS, INC.<br>Trademark                                       | Application No.<br>Filing Date | Registration No.<br>Registration Date |
|------|---|--------------------------------|---------------------------------------|
| 114. | TRENDS IN DENTISTRY   | 73585957<br>March 3, 1986      | 1399973<br>July 1, 1986               |
| 115. | TWO SIDES OF YOUR PRACTICE  | 76404588<br>May 6, 2002        | 2828369<br>March 30, 2004             |
| 116. | 2 WHEEL TUNER   | 78382207<br>March 11, 2004     | 3105327<br>June 13, 2006              |
| 117. | UROLOGY CONGRESS  | 78878924<br>May 8, 2006        | 3266862<br>July 17, 2007              |
| 118. | UROLOGY TIMES   | 73646213<br>February 24, 1987  | 1462774<br>October 27, 1987           |
| 119. |  | 75039643<br>January 3, 1996    | 2092596<br>September 2, 1997          |
| 120. | VETERINARY ECONOMICS  | 76500288<br>March 25, 2003     | 2852171<br>June 8, 2004               |
| 121. | VETERINARY ECONOMICS  | 74288981<br>June 26, 1992      | 1810700<br>December 14, 1993          |
| 122. | VETERINARY ECONOMICS HD HOSPITAL DESIGN<br>CONFERENCE                             | 76500287<br>March 25, 2003     | 2816655<br>February 24, 2004          |
| 123. | VETERINARY ECONOMICS PROGRESS IN PRACTICE<br>SEMINARS                             | 76500289<br>March 25, 2003     | 2816656<br>February 24, 2004          |
| 124. | VETERINARY ECONOMICS VETERINARY VOYAGES   | 76500293<br>March 25, 2003     | 2816657<br>February 24, 2004          |
| 125. | VETERINARY HEALTHCARE COMMUNICATIONS  | 76175560<br>December 5, 2000   | 2584036<br>June 18, 2002              |
| 126. | VETERINARY MEDICINE   | 74288982<br>June 26, 1992      | 1810701<br>December 14, 1993          |
| 127. | VETGUIDE  | 76500290<br>March 25, 2003     | 2859078<br>June 29, 2004              |
| 128. | VETGUIDE.COM  | 76500283<br>March 25, 2003     | 2885380<br>September 14, 2004         |
| 129. | VPB   | 73190865<br>October 26, 1978   | 1137377<br>July 1, 1980               |
| 130. | WESTERN PLASTICS EXPOSITION   | 73795340<br>April 24, 1989     | 1576739<br>January 9, 1990            |
| 131. | WHAT ARE YOU RIDING?  | 78522443<br>November 24, 2004  | 3041433<br>January 10, 2006           |
| 132. | WHERE THE OFF-ROAD NATION CONDUCTS<br>BUSINESS                                    | 78974387<br>September 14, 2006 | 3258816<br>July 3, 2007               |
| 133. | WPE   | 73795341<br>April 24, 1989     | 1576740<br>January 9, 1990            |
| 134. | YOUR DVM CAREER   | 76313381<br>September 17, 2001 | 2664817<br>December 17, 2002          |


CBI RESEARCH, INC.

| 0. N<br>o Trademark                             | Application No.<br>Filing Date | Registration No.<br>Registration Date |
|---|--------------------------------|---------------------------------------|
| 1. PHARMACEUTICAL MARKETING COMPLIANCE CONGRESS | 77103652<br>February 9, 2007   | 3506720<br>September 23, 2008         |

CME2, INC.

| 0. N<br>o Trademark  | Application No.<br>Filing Date | Registration No.<br>Registration Date |
|--|--------------------------------|---------------------------------------|
| 1. CME2  | 78562617<br>February 8, 2005   | 3262321<br>July 10, 2007              |
| 2.  | 78660728<br>June 29, 2005      | 3308716<br>October 9, 2007            |

MEN'S APPAREL GUILD IN CALIFORNIA, INC.

| 0. N<br>o Trademark  | Application No.<br>Filing Date | Registration No.<br>Registration Date |
|--|--------------------------------|---------------------------------------|
| 1. BUSINESS OF FASHION   | 75913801<br>February 9, 2000   | 2499225<br>October 16, 2001           |
| 2. BUSINESS OF FASHION   | 77042233<br>November 13, 2006  | 3393984<br>March 11, 2008             |
| 3. FASHION LIVES HERE  | 76391627<br>April 4, 2002      | 2766330<br>September 23, 2003         |
| 4.  | 78513145<br>November 8, 2004   | 3045598<br>January 17, 2006           |
| 5. MAGIC   | 75904684<br>January 26, 2000   | 2417603<br>January 2, 2001            |
| 6. MAGIC KIDS  | 78537630<br>December 23, 2004  | 3079037<br>April 11, 2006             |
| 7. MAGIC MARKETPLACE   | 76411516<br>May 14, 2002       | 2771040<br>October 7, 2003            |
| 8. MAGICONLINE   | 76326158<br>October 16, 2001   | 2651727<br>November 19, 2002          |
| 9. SOURCING AT MAGIC   | 77041147<br>November 10, 2006  | 3296418<br>September 25, 2007         |

| 0.  | MEN'S APPAREL GUILD IN CALIFORNIA, INC.<br>Trademark | Application No.<br>Filing Date | Registration No.<br>Registration Date |
|-----|--|--------------------------------|---------------------------------------|
| 10. | SOURCING ZONE  | 78475454<br>August 30, 2004    | 3004418<br>October 4, 2005            |

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**RECORDED: 07/28/2009**

**TRADEMARK  
REEL: 004032 FRAME: 0953**