

**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>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Advanstar Communications Inc.		05/23/2005	CORPORATION: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Questex Media Group, Inc.		
<b>Street Address:</b>	275 Grove Street		
<b>City:</b>	Newton		
<b>State/Country:</b>	MASSACHUSETTS		
<b>Postal Code:</b>	02466		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	1578043	IBS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(617)345-3299		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	617-345-3000		
<b>Email:</b>	trademarks@BURNSLEV.com		
<b>Correspondent Name:</b>	Anne Pareti		
<b>Address Line 1:</b>	125 Summer Street		
<b>Address Line 2:</b>	Burns & Levinson LLP		
<b>Address Line 4:</b>	Boston, MASSACHUSETTS 02110		
<b>NAME OF SUBMITTER:</b>	Anne Pareti		
<b>Signature:</b>	/Anne Pareti/		
<b>Date:</b>	08/23/2005		

**CH \$40.00 1578043**

Total Attachments: 6

**900030615**

**TRADEMARK  
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## TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT is dated effective as of May 23, 2005 (this "Assignment") between Advanstar Communications Inc., a New York corporation, Advanstar, Inc., a Delaware corporation, Advanstar Expositions Canada Limited, a Federal Canadian Corporation, and Advanstar.com Inc., a Delaware corporation (collectively, the "Assignor"), and Questex Media Group, Inc., a Delaware corporation (the "Assignee").

WHEREAS, pursuant to that certain Asset and Share Purchase Agreement between Assignor and Assignee dated as of April 2, 2005 (the "ASPA"), Assignor has agreed to sell to the Assignee substantially all of the assets of the Business (capitalized terms used herein and not otherwise defined herein shall have the meanings assigned to them in the ASPA) and has agreed to assign to the Assignee all of the Assignor's rights, title and interest in and to Assignor's Intellectual Property relating to those assets, including without limitation the trademarks identified on Schedule A attached hereto and all registered and unregistered domestic and foreign trademarks, trademark applications and renewal rights relating thereto (the "Marks").

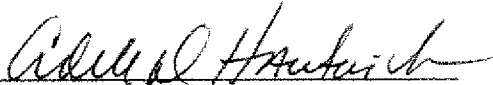
NOW THEREFORE, in consideration of the ASPA and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto agree as follows:

1. Assignment. The Assignor hereby assigns to the Assignee, its successors and assigns, all of Assignor's rights, title and interests in and to the Marks, together with the goodwill associated therewith.
2. Further Assurances. Assignor agrees, at the Assignee's expense and request: (i) to furnish to Assignee, its representatives, agents, successors and assigns documentation relating to or supporting chain of title in and to the Marks; (ii) to testify in any interference or other legal proceedings whenever reasonably requested; (iii) to execute and deliver whenever reasonably requested all lawful papers required to make any of the foregoing provisions effective; and (iv) to generally provide all further cooperation reasonably requested, including taking such further action and executing such additional documents, which Assignee, its successors and assigns reasonably request to secure, obtain or enforce proper protection for the Marks and all associated rights in this or any foreign country.
3. Authorization. The Assignor authorizes and requests the Commissioner of Patents and Trademarks of the United States, and any other official throughout the world whose duty is to register and record ownership in trademark registrations and applications for registration of trademarks, to record the Assignee as the assignee and owner of any and all of the Assignor's rights in the Marks.
4. Governing Law. This Agreement will be governed by and construed and interpreted in accordance with the substantive Laws of the State of New York, without

giving effect to any choice of law or conflicts of law provision or rule that would cause the application of the Laws of a jurisdiction other than New York.

IN WITNESS WHEREOF, the parties have duly executed this Assignment as of the Effective Date.

ADVANSTAR COMMUNICATIONS INC.

By:   
Name: ADELE D. HARTWICK  
Title: VP, TREASURER & CONTROLLER

ADVANSTAR, INC.

By:   
Name: ADELE D. HARTWICK  
Title: VP, TREASURER & CONTROLLER

ADVANSTAR EXPOSITIONS CANADA LIMITED

By:   
Name: ADELE D. HARTWICK  
Title: VP, TREASURER & CONTROLLER

ADVANSTAR.COM INC.

By:   
Name: ADELE D. HARTWICK  
Title: VP, TREASURER & CONTROLLER

ACCEPTED  
QUESTEX MEDIA GROUP, INC.

By:   
Name: Thomas E. Connors  
Title: VP/CEO

Schedule A

Marks

Mark	Ser. No.	Reg. No.	Owner
ABILITIES EXPO	75/117,921	2,055,343	Advanstar Communications Inc.
AMERICAN SALON	74/283,402	1,765,843	Advanstar Communications Inc.
AMERICAN SALON	73/550,237	1,373,157	Advanstar Communications Inc.
AMERICAN SPA	75/370,825	2,188,654	Advanstar Communications Inc.
AMERICAN SPA EXPO	78/182,917	2,828,715	Advanstar Communications Inc.
AMERICA'S NETWORK	74/521,423	1,903,938	Advanstar Communications Inc.
APPLIED MOBILITY	78/376,756		Advanstar Communications Inc.
APPLIED MOBILITY	78/376,752		Advanstar Communications Inc.
BROWN'S DIRECTORY OF NORTH AMERICAN AND INTERNATIONAL GAS COMPANIES	73/786,572	1,574,871	Advanstar Communications Inc.
CADALYST	75/392,187	2,209,005	Advanstar Communications Inc.
CALLCENTERLIVE	75/689,047	2,367,257	Advanstar Communications Inc.
COLLABORATE CONFERENCE & EXPO	76/258,013	2,718,214	Advanstar Communications Inc.
COMPETITIVE CARRIER	75/817,633	2,445,329	Advanstar Communications Inc.
CUSTOMER CONTACT WEEK	76/019,906	2,576,820	Advanstar Communications Inc.
CUSTOMER INTERFACE	75/877,056	2,574,657	Advanstar Communications Inc.
CUSTOMER RELATIONSHIP MANAGEMENT SOLUTIONS	76/108,116	2,450,373	Advanstar Communications Inc.
DCC EXPO	75/326,833	2,376,210	Advanstar Communications Inc.
HOME MEDIA RETAILING & Design	78/505,020		Advanstar Communications Inc.
Ladies Head Design	73/502,244	1,337,123	Advanstar Communications Inc.
DVD FESTIVAL	76/023,754	2,530,946	Advanstar Communications Inc.
E-LEARNING MAGAZINE	75/877,057	2,583,937	Advanstar Communications Inc.
ENTERTAINMENT MERCHANDISING	73/642,674	1,476,386	Advanstar Communications Inc.
FIELD SERVICE SOLUTIONS	75/752,273	2,405,724	Advanstar Communications Inc.
FRONTLINE SOLUTIONS	75/817,629	2,897,524	Advanstar Communications Inc.
GEOSPATIAL SOLUTIONS	76/020,672	2,564,770	Advanstar Communications Inc.

Mark	Ser. No.	Reg. No.	Owner
GOLFDOM	75/565,478	2,341,952	Advanstar Communications Inc.
GPS WORLD	74/092,413	1,666,686	Advanstar Communications Inc.
GREEN BOOK	73/550,233	1,382,276	Advanstar Communications Inc.
HAIRCOLOR USA	73/771,734	1,618,020	Advanstar Communications Inc.
HIVE4	76/011,452	2,693,733	Advanstar.com, Inc.
HIVE4MEDIA	76/080,230		Advanstar.com, Inc.
HOME MEDIA RESEARCH	78/536,293		Advanstar Communications Inc.
HOME MEDIA RETAILING	78/491,614		Advanstar Communications Inc.
HOTEL & MOTEL MANAGEMENT	74/283,405	1,758,302	Advanstar Communications Inc.
HOTEL DESIGN	78/370,469	2,953,949	Advanstar Communications Inc.
IBS	73/795,334	1,578,043	Advanstar Communications Inc.
ICCM	75/660,601	2,329,175	Advanstar Communications Inc.
INTERNATIONAL BEAUTY SHOW	74/493,744	1,882,460	Advanstar Communications Inc.
INTERNATIONAL SENSORS EXPO & CONFERENCE	78/503,447		Advanstar Communications Inc.
LANDSCAPE DESIGN/BUILD	78/214,040	2,811,953	Advanstar Communications Inc.
LANDSCAPE MANAGEMENT	73/714,067	1,557,418	Advanstar Communications Inc.
LEARNING & TRAINING WEEK	76/446,282	2,777,012	Advanstar Communications Inc.
LONG BEACH HAIRDRESSERS GUILDS	73/502,243	1,362,332	Advanstar Communications Inc.
LP/GAS	73/786,577	1,584,614	Advanstar Communications Inc.
LUXURY AGENT	78/476,303		Advanstar Communications Inc.
LUXURY TRAVEL ADVISOR	78/491,322		Advanstar Communications Inc.
LUXURY TRAVEL EXPO	78/407,838		Advanstar Communications Inc.
LUXURY TRAVEL GUIDE	78/191,244	2,907,422	Advanstar Communications Inc.
THE NET ECONOMY	76/029,030	2,712,207	Advanstar Communications Inc.
OFFICIAL BOARD MARKETS	73/786,579	1,581,463	Advanstar Communications Inc.
ON DEMAND	78/483,772		Advanstar Communications Inc.
ON DEMAND DIGITAL PRINTING & PUBLISHING & Design	74/435,975	1,899,120	Advanstar Communications Inc.
PAPERBOARD PACKAGING	72/239,113	828,228	Advanstar Communications Inc.
PARCEL LOGISTICS EXPO SOLUTIONS FOR MASTERING THE FULFILLMENT PROCESS & Design	76/024,953	2,615,805	Advanstar Communications Inc.
PEST CONTROL	72/288,312	869,723	Advanstar Communications Inc.

Mark	Ser. No.	Reg. No.	Owner
PIT & QUARRY	74/654,184	1,960,218	Advanstar Communications Inc.
PIT AND QUARRY & Design	71/541,813	508,767	Advanstar Communications Inc.
PP&E PORTABLE PLANTS & EQUIPMENT	78/500,535		Advanstar Communications Inc.
PREMIER HONEYMOONS	75/817,641	2,474,370	Advanstar Communications Inc.
PREMIER HOTELS & RESORTS	75/321,403	2,170,599	Advanstar Communications Inc.
PREMIER HOTELS & RESORTS	78/432,407		Advanstar Communications Inc.
PREMIER ROMANCE	76/453,711	2,848,753	Advanstar Communications Inc.
PREMIER SPAS	75/782,774	2,376,305	Advanstar Communications Inc.
RESPONSE	75/594,505	2,419,821	Advanstar Communications Inc.
RFID SYSTEMS	78/491,977		Advanstar Communications Inc.
RFID SYSTEMS	78/484,211		Advanstar Communications Inc.
RNT	75/782,774	2,198,428	Advanstar Communications Inc.
RSI	73/101,177	1,072,234	Advanstar Communications Inc.
SALON NEWS	74/361,017	1,806,882	Advanstar Communications Inc.
SAN DIEGO BEAUTY & TRADE SHOW	73/541,016	1,389,382	Advanstar Communications Inc.
SCAN-TECH	73/473,546	1,360,961	Advanstar Communications Inc.
SENSORS (Stylized)	74/313,975	1,818,907	Advanstar Communications Inc.
SENSORS EXPO (Stylized)	74/329,380	1,867,152	Advanstar Communications Inc.
SENSORS EXPRESS	75/711,724	2,417,023	Advanstar Communications Inc.
SENSORS EXPRESS THE NEWS YOU CHOOSE & Design	76/283,988	2,552,603	Advanstar Communications Inc.
SENSORS EXPRESS & Design	75/712,020	2,403,624	Advanstar Communications Inc.
SHADES OF BEAUTY	75/566,515	2,384,041	Advanstar Communications Inc.
TECHLEARN	78/518,471		Advanstar Communications Inc.
TECHLEARN	75/435,322	2,211,250	Advanstar Communications Inc.
TELECOM INVESTOR	75/665,122	2,369,565	Advanstar Communications Inc.
TELEPRESS LATINOAMERICA & Design	75/532,393	2,346,550	Advanstar Communications Inc.
TRAVEL AGENT (Stylized)	73/523,018	1,399,352	Advanstar Communications Inc.
TRAVEL AGENT OFFICIAL TRAVEL INDUSTRY DIRECTORY	74/522,167	1,934,846	Advanstar Communications Inc.
VIDEO STORE	73/506,555	1,365,533	Advanstar Communications Inc.
WEB MERCHANT	75/573,697	2,333,991	Advanstar Communications Inc.
WIRELESSAMERICAS (Stylized)	75/851,839	2,633,869	Advanstar Communications Inc.

Mark	Ser. No.	Reg. No.	Owner
WIRELESS ASIA	75/371,995	2,242,228	Advanstar Communications Inc.
WIRELESS COMUNICACIONES	75/371,998	2,236,287	Advanstar Communications Inc.
WIRELESS SENSORS	78/482,979		Advanstar Communications Inc.
WIRELESS SENSORS	78/492,065		Advanstar Communications Inc.

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