

**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. 3732/0633

**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: 10**

Property Type	Number	Word Mark
Registration Number:	2499225	BUSINESS OF FASHION
Registration Number:	3393984	BUSINESS OF FASHION
Registration Number:	2766330	FASHION LIVES HERE
Registration Number:	3045598	HIGH 5
Registration Number:	2417603	MAGIC
Registration Number:	3079037	MAGIC KIDS
Registration Number:	2771040	MAGIC MARKETPLACE
Registration Number:	2651727	MAGICONLINE
Registration Number:	3296418	SOURCING AT MAGIC
Registration Number:	3004418	SOURCING ZONE

**CORRESPONDENCE DATA**

Fax Number: (714)755-8290

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

OP \$265.00 2499225

**900139687**

**TRADEMARK  
 REEL: 004033 FRAME: 0045**

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.

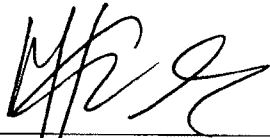
SECTION 3. Effectiveness. The effective date of this Assignment and Assumption shall be the date of execution by all parties (the "Effective Date").

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**

SCHEDULE I  
to  
ASSIGNMENT AND ASSUMPTION

Trademark Collateral

ADVANSTAR COMMUNICATIONS, INC.

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


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




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

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

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


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

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


CBI RESEARCH, INC.

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

CME2, INC.

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

MEN'S APPAREL GUILD IN CALIFORNIA, INC.

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

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

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**RECORDED: 07/28/2009**

**TRADEMARK  
REEL: 004033 FRAME: 0059**