

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM327059

| | | | |
|---|--|-----------------------|-------------------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | RELEASE OF SECURITY INTEREST | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| GOLDMAN SACHS LENDING PARTNERS LLC, AS COLLATERAL AGENT | | 12/18/2014 | LIMITED LIABILITY COMPANY: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | MEN'S APPAREL GUILD IN CALIFORNIA, INC. | | |
| Street Address: | 2501 COLORADO AVENUE | | |
| Internal Address: | SUITE 280 | | |
| City: | SANTA MONICA | | |
| State/Country: | CALIFORNIA | | |
| Postal Code: | 90404 | | |
| Entity Type: | CORPORATION: CALIFORNIA | | |
| PROPERTY NUMBERS Total: 7 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 4160820 | MAGIC | |
| Registration Number: | 2417603 | MAGIC | |
| Registration Number: | 3079037 | MAGIC KIDS | |
| Registration Number: | 2651727 | MAGICONLINE | |
| Registration Number: | 3696671 | S.L.A.T.E. | |
| Registration Number: | 3296418 | SOURCING AT MAGIC | |
| Registration Number: | 4265638 | WHITE | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | | | |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i> | | | |
| Email: | mmakover@paulweiss.com, dewilliams@paulweiss.com | | |
| Correspondent Name: | Matthew S. Makover | | |
| Address Line 1: | 1285 Avenue of the Americas | | |
| Address Line 4: | New York, NEW YORK 10019-6064 | | |
| ATTORNEY DOCKET NUMBER: | 19381-015 | | |
| NAME OF SUBMITTER: | Matthew S. Makover | | |

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| | |
|---|----------------------|
| SIGNATURE: | /Matthew S. Makover/ |
| DATE SIGNED: | 12/22/2014 |
| Total Attachments: 3 source=Release of GS Trademark Security (First Lien - Magic) 9755754_1#page1.tif source=Release of GS Trademark Security (First Lien - Magic) 9755754_1#page2.tif source=Release of GS Trademark Security (First Lien - Magic) 9755754_1#page3.tif | |

**RELEASE OF SECURITY INTEREST
IN TRADEMARKS**

This RELEASE, dated as of December 18, 2014, is made by Goldman Sachs Lending Partners LLC, as collateral agent for each of the Secured Parties (together with any successors and permitted assigns thereto in such capacity, the "Agent"), in favor of Men's Apparel Guild in California, a California corporation (the "Grantor") as follows:

W I T N E S S E T H

WHEREAS, pursuant to the First Lien Pledge and Security Agreement dated as of June 6, 2013 (as such agreement may be amended, restated, supplemented or otherwise modified from time to time, the "Security Agreement"), by and among Advanstar Communications, Inc., as borrower (the "Borrower"), the Grantor, the other grantors party thereto and the Agent, and the Notice of Grant of Security Interest In Trademarks, dated as of June 6, 2013 (the "Trademark Notice"), by and among the Borrower, the Grantor, the other grantors party thereto and the Agent and recorded with the U.S. Patent and Trademark Office on June 21, 2013 at Reel/Frame No. 5054/0088, the Grantor granted the Agent, for its benefit and the ratable benefit of the Secured Parties, a continuing security interest (the "Security Interest") in all of the Grantor's right, title and interest in, to and under the Trademark Collateral, including, without limitation, the Trademarks set forth on Schedule A attached hereto;

WHEREAS, (i) the Borrower has paid, for the benefit of the Secured Parties, all outstanding Obligations to the Agent, and (ii) no Letter of Credit remains outstanding under the Credit Agreement; and

WHEREAS, the Grantor has requested that the Agent release its Security Interest in the Trademark Collateral.

NOW, THEREFORE, the Agent, on behalf of the Secured Parties, without recourse, representation or warranty and at the Grantor's sole cost and expense, hereby terminates, cancels and releases the Security Interest in the Trademark Collateral and any and right, title and interest of the Agent in the Trademark Collateral shall hereby terminate, cease and become void.

The Agent agrees to provide the Grantor with any information and additional authorization and documentation necessary to effect the release of the Agent's Security Interest in the Trademark Collateral (without recourse, representation or warranty and at the Grantor's sole cost and expense).

Capitalized terms used herein without definition are used as defined in the Security Agreement or Trademark Notice, as applicable.

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, Agent has caused this Release to be duly executed and delivered by its duly authorized officer as of the date first written above.

GOLDMAN SACHS LENDING PARTNERS LLC,
as Collateral Agent

By: 

Name: Anna Ashurov
Authorized Signatory

Title: _____

[Signature Page to Trademark Release (MAGIC – First Lien)]

**SCHEDULE A
TO
RELEASE OF SECURITY INTEREST
IN TRADEMARKS**

| APPLICATION # | REGISTRATION # | TRADEMARK |
|----------------------|-----------------------|-------------------|
| 85451896 | 4160820 | MAGIC |
| 75904684 | 2417603 | MAGIC |
| 78537630 | 3079037 | MAGIC KIDS |
| 76326158 | 2651727 | MAGICONLINE |
| 77491630 | 3696671 | S.L.A.T.E. |
| 77041147 | 3296418 | SOURCING AT MAGIC |
| 85485756 | 4265638 | WHITE |