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U.S. Patent & TMO's/TM Mail Rpt Dt. #72

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Conveying Party Mark if additional names of conveying parties attached

Name: Execution Date:
 Formerly:

Individual General Partnership Limited Partnership Corporation Association

Other _____

Citizenship/State of Incorporation/Organization:

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DBA/AK/A/T/A: _____

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If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

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Address (line 1)

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Name

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Pages

Enter the total number of pages of the attached conveyance document including any attachments. #

Trademark Application Number(s) or Registration Number(s)

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

Registration Number(s)

<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

<input type="text" value="1,928,984"/>	<input type="text"/>	<input type="text"/>
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<input type="text"/>	<input type="text"/>	<input type="text"/>

Number of Properties

Enter the total number of properties involved. #

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41): \$

Method of Payment:

Enclosed Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number: #

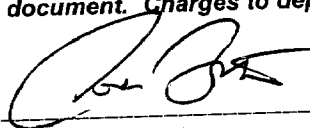
Authorization to charge additional fees: Yes No

Statement and Signature

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Charges to deposit account are authorized, as indicated herein.

John Burton

Name of Person Signing



Signature

17 April

Date Signed

ASSIGNMENT OF TRADEMARKS AND SERVICE MARKS

This Assignment is effective as of March 1, 2001.

WHEREAS, FRANKLIN COVEY CO., successor in interest to Franklin Quest Co. (hereinafter referred to as "Assignor"), a corporation organized and existing under the laws of the State of Utah, of 2200 West Parkway Boulevard, Salt Lake City, Utah, 84117, has adopted, used and is using and is the owner of all right, title and interest in and to several registered and unregistered trademarks and service marks (hereinafter referred to as the "Marks") (a list of the Marks is attached hereto as Schedule "A"); and

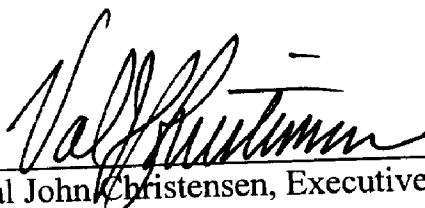
WHEREAS, Time Index, Inc. (hereinafter referred to as "Assignee"), an Arizona corporation, having a principal office at 4441-A West Polk Street, Phoenix, Arizona, 85043, is desirous of acquiring the entire right, title and interest in and to the Marks and the registrations therefor;

NOW, THEREFORE, in consideration of Ten Dollars (\$10.00) and other good and valuable consideration paid to the Assignor by the Assignee, the receipt and sufficiency of which is hereby acknowledged, THE ASSIGNOR HEREBY ASSIGNS TO THE ASSIGNEE the entire right, title and interest in and to the Marks and the registrations therefor, together with the goodwill of the business symbolized by and associated with each Mark.

The Assignor hereby authorizes and requests the United States Commissioner of Patents and Trademarks, and such officials in foreign countries as are duly authorized by their laws to register trademarks and service marks, to issue any and all certificates of registration for each of the Marks to the Assignee as the owner of the entire interest, for the sole use and benefit of said Assignee, its successors, assigns and legal representatives.

This Assignment shall be binding upon Assignor's successors and assigns. This assignment shall be executed simultaneously in five (5) counterparts, each of which shall be deemed an original and each of which shall constitute one and the same instrument for purposes of evidencing this Assignment.

FRANKLIN COVEY CO., a Utah corporation

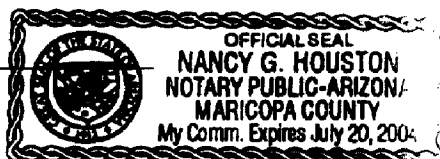
By 
Val John Christensen, Executive Vice President

STATE OF ARIZONA)
 : SS.
COUNTY OF MARICOPA)

On the 6th day of March, 2001, before me personally appeared VAL JOHN CHRISTENSEN, known to me to be an Executive Vice President of Franklin Covey Co., who signed the foregoing Assignment in my presence and acknowledged under oath before me that he has read the same and knows the contents thereof and that he executed the same on behalf of said corporation for the purposes set forth therein.

Nancy G. Houston
Notary Public
Residing at: Scottsdale, AZ

My Commission Expires:



SCHEDULE "A"

Trademark: TIME INDEX
Status: Unregistered
Registration No.: n/a
Registered: n/a

Trademark: DURATAB
Status: Registered
Registration No.: 1928984
Registered: October 24, 1995

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