

10-22-01

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Form PTO-1594
(Rev. 03/01)
OMB No. 0651-0027 (exp. 5/31/2002)
Tab settings

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U.S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):
Franklin Covey Co.
 Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State
 Other _____
Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)
Name: Sports Guide, LLC
Internal Address: _____
Address: _____
Street Address: 4444 Paradise Village Pkwy N. #226
City: Phoenix State: AZ Zip: 85032
 Individual(s) citizenship _____
 Association _____
 General Partnership _____
 Limited Partnership _____
 Corporation-State _____
 Other Limited Liability Company (AZ)
If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)
Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other _____
Execution Date: October 13, 2001

4. Application number(s) or registration number(s):
A. Trademark Application No.(s)
406

B. Trademark Registration No.(s)
2,422,321
2,354,218
2,354,217
2,391,072
Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
Name: Chip Carter
Internal Address: _____
Street Address: 4444 Paradise Village Parkway N., #226
City: Phoenix State: AZ Zip: 85032

6. Total number of applications and registrations involved: 4
7. Total fee (37 CFR 3.41).....\$ 115.00
 Enclosed
 Authorized to be charged to deposit account
8. Deposit account number: _____
(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. 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.
Scott K. Oberg [Signature]
Name of Person Signing Signature
October 17, 2001
Date
Total number of pages including cover sheet, attachments, and document: 4

10/23/2001 6T0M11 00000066 2422321

01 FC:481
02 FC:482
40.00 OP
75.00 OP

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patent & Trademarks, Box Assignments
Washington, D.C. 20231

TRADEMARK
REEL: 002385 FRAME: 0897

ASSIGNMENT OF TRADEMARKS AND SERVICE MARKS

This Assignment is effective as of October 13, 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

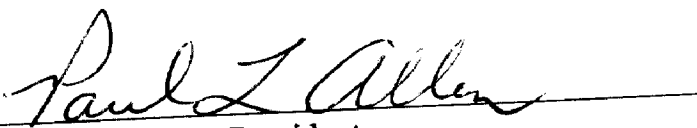
WHEREAS, Sports Guide, LLC, (hereinafter referred to as "Assignee"), an Arizona limited liability company, having a principal office at 4444 E. Paradise Village Parkway N., #226, Phoenix, AZ 85032, is desirous of acquiring the entire right, title and interest in and to the Marks and the registrations 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.

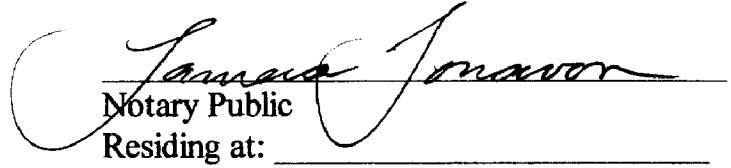
This Assignment shall be binding upon Assignor's successors and assigns. This assignment shall be executed simultaneously in five (5) counterparts, each of which shall be deemed an original and each of which shall constitute one and the same instrument for purposes of evidencing this Assignment.

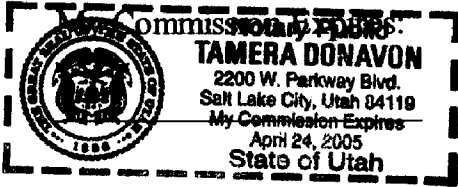
FRANKLIN COVEY CO., a Utah corporation

By 
Paul Allen, Vice President

STATE OF UTAH)
 : SS.
COUNTY OF SALT LAKE)

On the 13th day of October, 2001, before me personally appeared PAUL ALLEN, 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.


Notary Public
Residing at: _____



SCHEDULE "A"

Trademark: SPORTS CAREERS
Status: Registered
Registration No.: 2,422,321
Registered: 1/16/97

Trademark: SPORTS CAREERS
Status: Registered
Registration No.: 2,354,218
Registered: 5/30/96

Trademark: SPORTS CAREERS
Status: Registered
Registration No.: 2,354,217
Registered: 5/30/96

Trademark: SPORTS MARKET PLACE
Status: Registered
Registration No.: 2,391,072
Registered: 10/3/96