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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): The Economics Press, Inc.

10/09/01

- Individual(s) Association General Partnership Limited Partnership Corporation-State New Jersey Other

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:

- Assignment Merger Security Agreement Change of Name Other

Execution Date: April 26, 2001

2. Name and address of receiving party(ies)

Name: Lawrence Ragan Communications, Inc.

Internal

Address:

Street Address: 316 N. Michigan Ave. Suite 300

City: Chicago State: IL Zip: 60601

Individual(s) citizenship

Association

General Partnership

Limited Partnership

Corporation-State Illinois

Other

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

10-09-2001 U.S. Patent & TMO/TM Mail Rpt Dt #5

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s) SEE EXHIBIT A

2,385,296 1,534,265

Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: John G. Bisbikis, Esq.

Internal Address: McDermott, Will & Emery

Street Address: 227 West Monroe Street

Suite 4400

City: Chicago State: IL Zip: 60606

6. Total number of applications and registrations involved: 2

7. Total fee (37 CFR 3.41): \$65.00

Enclosed

Authorized to be charged to deposit account

8. Deposit account number:

13-0206

(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.

John G. Bisbikis Name of Person Signing

Signature

10/5/01 Date

Total number of pages including cover sheet, attachments, and document: 5

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

TRADEMARK REEL: 002388 FRAME: 0737

TRADEMARK ASSIGNMENT

This Trademark Assignment, dated April 26, 2001, is delivered from The Economics Press, Inc., a New Jersey corporation (the "Seller"), to Lawrence Ragan Communications, Inc., an Illinois corporation (the "Buyer").

KNOW ALL BY THESE PRESENTS, that for good and valuable consideration described in that certain Agreement for Purchase and Sale of Assets by and among the Seller, certain of Seller's shareholders and the Buyer, dated as of April 26, 2001 (the "Purchase Agreement"), the Seller does hereby sell, transfer, convey, assign, and deliver to the Buyer all of the Seller's right, title, and interest, including without limitation all common law trademarks and trademark registrations relating to the Business, including, without limitation, the trademarks listed on Exhibit A attached hereto, together with the goodwill of the business symbolized by the trademarks and all claims for damages by reason of infringement of the same, with the right to sue for and collect the same for its own use and enjoyment and the use and enjoyment of its successors, assigns or other legal representatives, as they exist on the date hereof. For purposes hereof, the "Business" shall mean collectively Seller's business of producing and distributing publications, including "Leadership," "Bits and Pieces" and "Bits & Pieces for Salespeople" and ancillary products and services, including The Best of Bits and Pieces, Daily Motivator, Bits & Pieces Club, More of the Best of Bits & Pieces, Even More of the Best of Bits & Pieces, Timeless Wisdom Series 1 and 2, the Bits and Pieces Calendar Collection, the B&P Greeting Card Collection and any other product, service or publication containing the Bits & Pieces name or context.

Nothing contained in this Trademark Assignment shall constitute an assignment or an agreement to assign any other trade names of Seller. If any consent to assignment is not obtained, the Seller will cooperate with the Buyer in any arrangement necessary or desirable to provide the Buyer all of the benefits under such provision, commitment or other right or claim, or any benefit arising thereunder, including enforcement, at the cost and for the benefit of the Buyer, of all rights of the Seller against a third party thereto arising out of the breach or cancellation thereof by such third party or otherwise.

This Trademark Assignment is being delivered pursuant to the Purchase Agreement and is not intended to amend or supersede in any way the provisions of the Purchase Agreement, including, without limitation, the representations, warranties, covenants and indemnification agreements set forth therein.

The Seller further agrees to execute such additional documents from time to time at the request of the Buyer as may be reasonably necessary to accomplish the transfer made herein.

* * * *

IN WITNESS WHEREOF, Seller has caused this Trademark Assignment to be executed as of the date first written above.

THE ECONOMICS PRESS, INC.

By: [Signature]
Its: PRESIDENT

In the presence of:
[Signature]
Dated: 4-26-01

EXHIBIT A TO ASSIGNMENT OF TRADEMARKS

TRADEMARKS OWNED BY THE ECONOMICS PRESS, INC.,
REGISTERED AND CURRENTLY ACTIVE WITH THE U.S. PATENT
AND TRADEMARK OFFICE, AND USED IN CONNECTION WITH
THE BUSINESS

"LEADERSHIP... WITH A HUMAN TOUCH" - Registration Number 2385296

"BITS & PIECES" - Registration Number 1534265