

12-12-2002



To the Honorable Commissione

102309972

ached original documents or copy thereof.

1. Name of conveying party(ies):  
Name: Element K LLC

Individual(s)                       Association  
 General Partnership               Limited Partnership  
 Corporation-State  
 Other Delaware limited liability company

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

2. Name and address of receiving party(ies)  
Name: Element K Press LLC

Internal Address: \_\_\_\_\_  
Street Address: 500 Canal View Boulevard  
City: Rochester State: NY Zip: 14623

Individual(s) citizenship \_\_\_\_\_  
 Association \_\_\_\_\_  
 General Partnership \_\_\_\_\_  
 Limited Partnership \_\_\_\_\_  
 Corporation-State \_\_\_\_\_  
 Other Delaware limited liability company

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: MKD 12-9-02

Assignment                       Merger  
 Security Agreement               Change of Name  
 Other \_\_\_\_\_

Execution Date: December 3, 2002

4. Application number(s) or registration number(s):  
A. Trademark Application No.(s) 78/054,657

Additional number(s) attached  Yes  No

B. Trademark Registration No.(s)

5. Name and address of party to whom correspondence concerning document should be mailed:  
Name: Kristen M. Walsh, Esq.  
Internal Address: Nixon Peabody LLP  
Street Address: Clinton Square, P.O. Box 31051  
City: Rochester State: NY Zip: 14603

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41)..... \$ 40  
 Enclosed  
 Authorized to be charged to deposit account

8. Deposit account number: 50-1804

(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 is true and correct and any attached copy is a true copy of the original document.*

Kristen M. Walsh                      Kristen M. Walsh                      12-3-02  
Name of Person Signing                      Signature                      Date

Total number of pages including cover sheet, attachments, and document: 2

12/11/2002 TDIAZ1 00000046 78054657  
01 FC:8521 40.00 DP

**TRADEMARK ASSIGNMENT**

Element K LLC, a Delaware limited liability company, with its principal place of business at 500 Canal View Boulevard, Rochester, New York 14623 ("ASSIGNOR"), is the owner of the trademark KNOWLEDGECOACH (the "Mark") and U.S. Trademark Application Serial No. 78/054,657 (the "Application"), based on 15 U.S.C. § 1051(b), for registration thereof. ASSIGNOR has filed an allegation of use under 15 U.S.C. § 1051(c) for the Application.

Element K Press LLC, a Delaware limited liability company, with its principal place of business at 500 Canal View Boulevard, Rochester, New York 14623 ("ASSIGNEE"), desires to acquire the Mark and the Application.

For TEN DOLLARS and other good and valuable consideration, receipt and adequacy of which is hereby acknowledged, ASSIGNOR assigns to ASSIGNEE all its right, title, and interest in and to the Mark and the Application, together with the goodwill of the business in connection with which such mark was and is used.

Element K LLC

Date: December 3, 2002

By: Lance E. D'Amico  
Lance E. D'Amico  
Vice President, Secretary, and  
General Counsel

STATE OF NEW YORK    )  
  ) SS.:  
COUNTY OF MONROE    )

On this the 3<sup>rd</sup> day of December, 2002, personally appeared before me Lance E. D'Amico, to me known to be the Vice President, Secretary, and General Counsel of Element K LLC, a Delaware limited liability company, who executed the above instrument, and acknowledged that he executed the same for the uses and purposes therein mentioned.

Lisa M. Shields  
Notary Public

LISA M. SHIELDS  
Notary Public, State of New York  
Monroe County  
Reg. #01SH6032516  
Commission Expires Dec. 18, 02

R647984.1

RECORDED: 12/09/2002

TRADEMARK  
REEL: 002631 FRAME: 0840