

04-16-2003

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

RE



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

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

1. Name of conveying party(ies):

Advanced Marketing Technologies, LLC

- Individual(s) Association General Partnership Limited Partnership Corporation-State Other Limited Liability Company

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 3, 2003

2. Name and address of receiving party(ies)

Name: SpringBound Media, Inc.

Internal

Address:

Street Address: The Cube, 111 S. Meridian St., Ste 500

City: Indianapolis

State: Indiana

Zip: 46225

- Individual(s) citizenship Association General Partnership Limited Partnership Corporation-State Indiana 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

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

A. Trademark Application No.(s)

76/246,256 76/263,046

B. Trademark Registration No.(s)

Additional number(s) attached Yes No

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

Name: Scott J. Stevens

Internal Address: Woodard, Emhardt, Moriarty, McNett & Henry LLP

Street Address: Bank One Center/Tower, 111 Monument Circle, Suite 3700

City: Indianapolis State: Indiana Zip: 46204

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:

(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 J. Stevens

Name of Person Signing

Signature

April 9, 2003

Date

Total number of pages including cover sheet, attachments, and document: 3

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40.00 OP 25.00 OP

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

TRADEMARK REEL: 002712 FRAME: 0649

ASSIGNMENT OF TRADEMARKS

In consideration of the transfer of certain business assets, and other valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Advanced Marketing Technologies, LLC, an Indiana limited liability company having a place of business at 2595 Vernal Pike, Bloomington, Indiana 47404, ("Assignor"), hereby assigns, sells, conveys and transfers to SpringBound Media, Inc., an Indiana corporation having a place of business at The Cube, 111 S. Meridian Street, Suite 500, Indianapolis, Indiana 46225 ("Assignee"), effective October 16, 2002, all rights, title and interests in and to the trademarks listed in the attached Exhibit A (the "Marks"), and the applications and registrations thereto, as the successor of the business of Assignor to which the Marks pertain, together with all claims for damages by reason of infringement, with the right to sue and collect the same, for its own use and for the use of its successors and assigns.

ADVANCED MARKETING TECHNOLOGIES, LLC

Signed: Robert McCormack

Name Printed: Robert McCormack

Title: Chief Operating Officer

Date: 4/3/03

EXHIBIT A

<u>Mark</u>	<u>Serial/Registration No.</u>	<u>Application/Registration Date</u>
SPRINGBOUND	76/246,256	April 25, 2001
SPRINGBOUND and Design	76/263,046	May 25, 2001