

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:

NEW ASSIGNMENT

NATURE OF CONVEYANCE:

ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
ACTV, INC.		10/31/2003	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	CLASSROOM CONNECT, INC.
Street Address:	8000 Marina Boulevard
Internal Address:	Suite 400
City:	Brisbane
State/Country:	CALIFORNIA
Postal Code:	94005
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	2200511	ESCHOOL

CORRESPONDENCE DATA

Fax Number: (302)429-7608

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Email: trademarks@reilaw.com

Correspondent Name: Reed Elsevier Intellectual Property

Address Line 1: 1105 North Market Street

Address Line 2: 9th Floor

Address Line 4: Wilmington, DELAWARE 19801

NAME OF SUBMITTER:

Renee Simonton

Total Attachments: 2

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TRADEMARK ASSIGNMENT

WHEREAS **ACTV, INC.**, a Delaware Corporation ("Assignor") has adopted, has used and is using, and is the owner of the trademark and federal registration therefor, as set forth in Schedule A attached hereto (the "Mark"); and

WHEREAS **Classroom Connect, Inc.**, a Delaware corporation ("Assignee"), having a place of business at 8000 Marina Boulevard, Suite 400, Brisbane, CA 94005, is desirous of acquiring the Mark, together with the goodwill of the business symbolized by the Mark;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby transfer and assign unto Assignee, all right, title and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark and all rights in and to any and all causes of action heretofore or hereafter accrued or accruing for infringement or threatened or alleged infringement of the Mark, and Assignor hereby authorizes the Commissioner of Patents and Trademarks to record the Registration as the property of Assignee.

Witness my hand and seal as of October 31, 2003.

ACTV, INC.

By: 

Mark Meagher, Sr. Vice President

Schedule A

Mark

Mark	Country	Registered Owner	Class	App. No.	Reg. No.	Reg. Date
ESCHOOL	U.S.	ACTV, Inc.	9	75/261381	2200511	27-Oct-1998