

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	05/23/2005

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Grand View Media Group, Inc.		05/23/2005	CORPORATION: ALABAMA

**RECEIVING PARTY DATA**

Name:	EBSCO Industries, Inc.
Street Address:	5724 Highway 280 East
City:	Birmingham
State/Country:	ALABAMA
Postal Code:	35242
Entity Type:	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 1**

Property Type	Number	Word Mark
Registration Number:	2322566	FLOW CONTROL THE MAGAZINE OF FLUID HANDLING TECHNOLOGY

**CORRESPONDENCE DATA**

Fax Number: (404)685-7070  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 404-815-3770  
 Email: caholland@sgrlaw.com, mbedsole@sgrlaw.com  
 Correspondent Name: Christopher A. Holland  
 Address Line 1: 1230 Peachtree Street, N.E.  
 Address Line 2: Suite 3100, Promenade II  
 Address Line 4: Atlanta, GEORGIA 30309

NAME OF SUBMITTER:	Christopher A. Holland
Signature:	/Christopher A. Holland/

OP \$40.00 2322566

Date:

07/12/2005

**Total Attachments: 2**

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**AGREEMENT**

This agreement is made and entered between Grand View Media Group, Inc., (“Assignor”), a corporation formed under the laws of the state of Alabama, with a principal place of business at 200 Croft Street, Suite 1, Birmingham, Alabama, 35242 and EBSCO Industries, Inc., (“Assignee”), a corporation formed under the laws of the state of Delaware, with a principal place of business at 5724 Highway 280 East, Birmingham, AL 35242.

**WITNESSETH:**

WHEREAS Assignor is the owner of the trademark “Flow Control The Magazine of Fluid Handling Technology”, which is the subject of U.S. Trademark Registration No. 2,322,566 (“Federal Registration”), together with the goodwill of the business symbolized thereby, as identified in Schedule A;

WHEREAS Assignor is the owner of the trademark “Flow Control”, which is the subject of New Jersey State Trademark Registration No. 14,938 (“State Registration”), together with the goodwill of the business symbolized thereby, as identified in Schedule B;

WHEREAS Assignor is the owner of the works entitled “Flow Control” (hereinafter “Works”) and all copyrights therein, as identified in attached Schedule C;

WHEREAS Assignor is desirous of assigning to Assignee and Assignee is desirous of acquiring from Assignor the marks and the Federal and State Registrations, together with the goodwill of the business symbolized thereby;

WHEREAS Assignor is desirous of assigning to Assignee and Assignee is desirous of acquiring from Assignor all right, title, and interest in and to the Works and all copyrights therein;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign, and transfer to Assignee all of Assignor’s right, title, and interest in and to the Marks and Federal and State Registrations, together with the goodwill of the business symbolized thereby, and all of Assignor’s right, title, and interest in and to the Works and all copyrights therein.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed by its duly authorized officer on the 23 day of May, 2005.

GRAND VIEW MEDIA GROUP INC.

By: \_\_\_\_\_

  
Barry Lovett, General Manager of  
Grand View Media Group, Inc.

## SCHEDULE A

Mark: FLOW CONTROL THE MAGAZINE OF FLUID HANDLING TECHNOLOGY

Registration No.: 2,322,566

Registration Date: February 22, 2000