

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	10/07/2005

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
R. Best Associates, Inc.		10/07/2005	CORPORATION: TEXAS

RECEIVING PARTY DATA

Name:	American College of Education, Inc.
Street Address:	150 S. Wacker Drive, Suite 1275
City:	Chicago
State/Country:	ILLINOIS
Postal Code:	60606-4227
Entity Type:	CORPORATION: ILLINOIS

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Serial Number:	76639658	AMERICAN COLLEGE OF EDUCATION

CORRESPONDENCE DATA

Fax Number: (214)953-5822
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 214-953-5816
 Email: mhoney@jw.com
 Correspondent Name: Megan M. Honey
 Address Line 1: 901 Main Street, Suite 6000
 Address Line 4: Dallas, TEXAS 75202

ATTORNEY DOCKET NUMBER:	125741.1
NAME OF SUBMITTER:	Megan M. Honey
Signature:	/Megan M. Honey/

CH \$40.00 76639658

Date:

04/03/2006

Total Attachments: 1

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ASSIGNMENT

This ASSIGNMENT of trademark rights is made effective as of October 7, 2005, between R. Best Associates, Inc. a Texas corporation, located and doing business at 2200 Ross Avenue, Suite 3800, Dallas, Texas 75201 ("Assignor") and American College of Education, Inc., an Illinois corporation, located and doing business at 150 S. Wacker Drive, #1275, Chicago, Illinois 60606-4227 ("Assignee").

WHEREAS, Assignor has applied to register the mark American College of Education ("the Mark") on the Principal Register of the United States Patent and Trademark Office, Application Serial No. 76639658 filed on May 27, 2005; and

WHEREAS Assignee desires to acquire from Assignor the entirety of Assignor's right, title and interest in and to the Mark and the pending application;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns, transfers and conveys to Assignee all rights, title and interest in and to the Mark, including all of its common law rights, together with the goodwill of the business appertaining to and/or symbolized by the Mark, and the pending application for registration.

This Assignment shall be construed in accordance with the laws of the State of Texas, without regard to its choice of law principles.

IN WITNESS WHEREOF, the Parties have caused this Agreement to be executed by their duly authorized representatives as of the day and year first above written.

R. Best Associates, Inc.

By: 

Its: PRESIDENT

American College of Education, Inc.

By: 

Its: VICE PRESIDENT