

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	06/01/2006

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
SIMON & SCHUSTER, INC.		06/02/2006	CORPORATION: NEW YORK

RECEIVING PARTY DATA

Name:	KAPLAN, INC.
Street Address:	888 Seventh Avenue
City:	New York
State/Country:	NEW YORK
Postal Code:	10106
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	2698773	20-MINUTE LEARNING CONNECTION

CORRESPONDENCE DATA

Fax Number: (212)370-1819
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 212-661-1400
 Email: rkadden@vonmaltitz.com
 Correspondent Name: Ronald S. Kadden
 Address Line 1: 60 East 42nd Street
 Address Line 2: Suite 4410
 Address Line 4: New York, NEW YORK 10165

ATTORNEY DOCKET NUMBER:	2796
NAME OF SUBMITTER:	Ronald S. Kadden
Signature:	/Ronald S. Kadden/

OP \$40.00 2698773

Date:

06/08/2006

Total Attachments: 2

source=20MinuteLearningConnectionP1#page1.tif

source=20MinuteLearningConnectionP2#page1.tif

ASSIGNMENT

WHEREAS, SIMON & SCHUSTER, INC., a New York corporation located and doing business at 1230 Avenue of the Americas, New York, New York 10020, (hereinafter "Assignor") is the owner in the United States of the trademark 20-MINUTE LEARNING CONNECTION, and the United States registration of said mark, Registration No. 2,698,773, dated March 18, 2003 (hereinafter "the Assigned Mark and Registration"); and

WHEREAS, Kaplan, Inc., a Delaware corporation located and doing business at 888 Seventh Avenue, New York, New York 10106, (hereinafter "Assignee") desires to obtain from Assignor all of Assignor's rights, title and interest in the United States in and to the Assigned Mark and Registration, together with the good will of the business connected with the use of and symbolized by the Assigned Mark and Registration, and Assignor wishes to assign said rights, title and interest;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign to Assignee, effective as of June 1, 2006, all of Assignor's rights, title and interest in and to the Assigned Mark and Registration, together with the good will of the business connected with the use of and symbolized by the Assigned Mark and Registration, and all of Assignor's rights to damages or profits, due or accrued subsequent to June 1, 2006, arising out of infringement of the Assigned Mark and Application or injury to said good will,

and the right to sue for and recover the same in the Assignee's own name.

IN WITNESS WHEREOF, this assignment has been executed this ^{2nd June} day of ~~May~~,

2006.

SIMON & SCHUSTER, INC.

By Emily R. Remes
Name: Emily R. Remes
Title: VP and Deputy General Counsel