

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>		NEW ASSIGNMENT	
<b>NATURE OF CONVEYANCE:</b>		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Bettermanagement.com, Inc.		10/18/2006	CORPORATION: OREGON
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	SAS Institute Inc.		
<b>Street Address:</b>	SAS Campus Drive		
<b>City:</b>	Cary		
<b>State/Country:</b>	NORTH CAROLINA		
<b>Postal Code:</b>	27513		
<b>Entity Type:</b>	CORPORATION: NORTH CAROLINA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2546663	BETTERMANAGEMENT.COM	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(919)755-6096		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	919-755-2109		
<b>Email:</b>	mtepper@wcsr.com		
<b>Correspondent Name:</b>	Maury M. Tepper, III		
<b>Address Line 1:</b>	PO Box 831		
<b>Address Line 4:</b>	Raleigh, NORTH CAROLINA 27602		
<b>ATTORNEY DOCKET NUMBER:</b>	42007.1.1		
<b>NAME OF SUBMITTER:</b>	Maury M. Tepper, III		
<b>Signature:</b>	/Maury M. Tepper, III/		
<b>Date:</b>	10/23/2006		

CH \$40.00 2546663



ASSIGNMENT OF TRADEMARK

This Assignment of Trademark (the "Assignment") dated as of October 18, 2006, the ("Effective Date"), is from Bettermanagement.com, Inc., an Oregon corporation (the "Assignor"), to SAS Institute Inc., a North Carolina corporation (the "Assignee").

WITNESSETH:

*WHEREAS*, Assignor is the record owner of the trademark and the related United States registration for BETTERMANAGEMENT.COM, Registration No. 2,546,663 (the "Mark"); and

*WHEREAS*, Assignor has agreed to assign, transfer and convey to Assignee all right, title and interest in and to the Mark, together with the goodwill of the business, and all common law rights, associated with the Mark; and

*WHEREAS*, Assignor and Assignee desire to confirm the assignment of the Mark to Assignee;

*NOW, THEREFORE*, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged:

1. Assignor hereby assigns, transfers and conveys to Assignee all right, title and interest in and to the Mark, together with (1) the goodwill of the business symbolized by the Mark, (2) any and all common law rights, title and interest associated with the Mark, and (3) all causes of action, claims and demands and other rights for, or arising from, any infringement, including past infringements, of the Mark.

2. Assignor further agrees, without further consideration, to cause to be performed such other lawful acts and to be executed such confirmatory assignments and other legal documents as Assignee, or its counsel, may from time to time reasonably request to effect fully this Assignment and to permit Assignee to be duly recorded as the registered owner of each of the rights hereby conveyed.

*IN WITNESS WHEREOF*, the Assignor has executed this Assignment under seal this 18th, day of October 2006.

ASSIGNOR:

BETTERMANAGEMENT.COM, INC.

By: Karen L. Day

Printed Name: Karen L. Day

Title: Assistant Corporate Secretary