

**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 |

**CONVEYING PARTY DATA**

| Name                         | Formerly | Execution Date | Entity Type                |
|------------------------------|----------|----------------|----------------------------|
| Addison Wesley Longman, Inc. |          | 03/04/2005     | CORPORATION: MASSACHUSETTS |

**RECEIVING PARTY DATA**

|                        |                         |
|------------------------|-------------------------|
| <b>Name:</b>           | Pearson Education, Inc. |
| <b>Street Address:</b> | One Lake Street         |
| <b>City:</b>           | Upper Saddle River      |
| <b>State/Country:</b>  | NEW JERSEY              |
| <b>Postal Code:</b>    | 07458                   |
| <b>Entity Type:</b>    | CORPORATION: DELAWARE   |

**PROPERTY NUMBERS Total: 24**

| Property Type        | Number  | Word Mark                                |
|----------------------|---------|--|
| Registration Number: | 2361028 | ACTIVCHEMISTRY                           |
| Registration Number: | 2359008 | ACTIVCHEMISTRY                           |
| Registration Number: | 2145337 | ACTIVSTATS                               |
| Registration Number: | 2019725 | AMAZING ENGLISH                          |
| Registration Number: | 2671773 | BENJAMIN CUMMINGS                        |
| Registration Number: | 2621299 | BENJAMIN CUMMINGS                        |
| Registration Number: | 2674589 | BENJAMIN CUMMINGS                        |
| Registration Number: | 2671772 | BENJAMIN CUMMINGS                        |
| Registration Number: | 1189279 | BENJAMIN CUMMINGS                        |
| Registration Number: | 2238956 | CPSURF                                   |
| Registration Number: | 2286946 | INTERACT MATH                            |
| Registration Number: | 1915825 | INVESTIGATIONS IN NUMBER, DATA AND SPACE |
| Registration Number: | 2580575 | KNOWZONE                                 |

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|                      |         |   |
|----------------------|---------|---|
| Registration Number: | 2576969 | KNOWZONE                                    |
| Registration Number: | 2608398 | KNOWZONE                                    |
| Registration Number: | 2608399 | KNOWZONE                                    |
| Registration Number: | 2299762 | MATHXL                                      |
| Registration Number: | 2639943 | READING IS AT THE HEART OF EVERYTHING WE DO |
| Registration Number: | 2635638 | READING IS AT THE HEART OF EVERYTHING WE DO |
| Registration Number: | 2392092 | READING ROAD TRIP                           |
| Registration Number: | 2114402 | THE KNOW ZONE                               |
| Registration Number: | 2547728 | VISUAL QUICKPRO GUIDE                       |
| Registration Number: | 2240709 | WOW!  |
| Registration Number: | 2232280 | WOW!  |

**CORRESPONDENCE DATA**

Fax Number: (952)681-3066  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: (952) 681-3102  
Email: Christine.Docherty@pearson.com  
Correspondent Name: Christine Docherty  
Address Line 1: 5601 Green Valley Drive  
Address Line 4: Bloomington, MINNESOTA 55437

|                         |                      |
|-------------------------|----------------------|
| ATTORNEY DOCKET NUMBER: | AWL TO PE ASSIGNMENT |
| NAME OF SUBMITTER:      | Christine Docherty   |
| Signature:              | /christinedocherty/  |
| Date:                   | 04/02/2007           |

Total Attachments: 2  
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## TRADEMARK ASSIGNMENT

This Trademark Assignment is dated as of April 2, 2007 (this "Assignment") between Addison Wesley Longman, Inc., a Massachusetts corporation (the "Assignor"), and Pearson Education, Inc., a Delaware corporation (the "Assignee").

WHEREAS, the Assignor wishes to transfer, sell and assign to the Assignee all of the Assignor's right, title and interest in and to certain marks and the applications and registrations therefore as set forth on the attached Schedule A, together with the goodwill associated therewith (collectively, the "Marks").

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto agree as follows:

1. Assignment. The Assignor hereby assigns to the Assignee all right, title, and interest in and to the Marks.
2. Rights and Privileges. All rights and privileges, including the right to sue for and receive all damages from past infringements of the Marks, will be held and enjoyed by the Assignee and its successors, assigns and other legal representatives.
3. Further Assurances. The Assignor agrees to execute and deliver at a future date any additional documents that the Assignee reasonably determines are required to perfect the Assignee's ownership of or title to the Marks.
4. Authorization. The Assignor authorizes and requests the Commissioner of Patents and Trademarks of the United States, and any other official throughout the world whose duty is to register and record ownership in trademark registrations and applications for registration of trademarks, to record the Assignee as the assignee and owner of any and all of the Assignor's rights in the Marks.

IN WITNESS WHEREOF, the Assignor has duly executed this Trademark Assignment as of the date first written above.

ADDISON WESLEY LONGMAN, INC.

By: 

Name: Robert Dancy

Title: Senior Vice President and General Counsel

ACCEPTED:  
PEARSON EDUCATION, INC.

By: 

Name: Robert Dancy

Title: Senior Vice President and General Counsel

## SCHEDULE A

## Addison Wesley Longman, Inc.

| MARK   | REG. NO.  | REG. DATE          |
|--|-----------|--------------------|
| ACTIVCHEMISTRY (Stylized)                      | 2,361,028 | June 27, 2000      |
| ACTIVCHEMISTRY Plus Design                     | 2,359,008 | June 20, 2000      |
| ACTIVSTATS                                     | 2,145,337 | March 17, 1998     |
| AMAZING ENGLISH                                | 2,019,725 | November 26, 1996  |
| BENJAMIN CUMMINGS                              | 2,671,773 | January 7, 2003    |
| BENJAMIN CUMMINGS                              | 2,621,299 | September 17, 2002 |
| BENJAMIN CUMMINGS Plus Design                  | 2,674,589 | January 14, 2003   |
| BENJAMIN CUMMINGS Plus Design                  | 2,671,772 | January 7, 2003    |
| BENJAMIN CUMMINGS Plus Design                  | 1,189,279 | February 9, 1982   |
| CPSURF   | 2,238,956 | April 13, 1999     |
| INTERACT MATH                                  | 2,286,946 | October 19, 1999   |
| INVESTIGATIONS IN NUMBER, DATA<br>AND SPACE    | 1,915,825 | August 29, 1995    |
| KNOWZONE                                       | 2,580,575 | June 18, 2002      |
| KNOWZONE                                       | 2,576,969 | June 11, 2002      |
| KNOWZONE Plus Design                           | 2,608,398 | August 20, 2002    |
| KNOWZONE Plus Design                           | 2,608,399 | August 20, 2002    |
| MATHXL   | 2,299,762 | December 14, 1999  |
| READING IS AT THE HEART OF<br>EVERYTHING WE DO | 2,639,943 | October 22, 2002   |
| READING IS AT THE HEART OF<br>EVERYTHING WE DO | 2,635,638 | October 15, 2002   |
| READING ROAD TRIP                              | 2,392,092 | October 3, 2000    |
| THE KNOW ZONE                                  | 2,114,402 | November 18, 1997  |
| VISUAL QUICKPRO GUIDE Plus Design              | 2,547,728 | March 12, 2002     |
| WOW!   | 2,240,709 | April 20, 1999     |
| WOW!   | 2,232,280 | March 16, 1999     |

TRADEMARK

RECORDED: 04/02/2007

REEL: 003512 FRAME: 0423