

**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>    |
| Executive Tax Reports, Inc.      |  | 06/20/2007                       | CORPORATION: NEW YORK |
| <b>RECEIVING PARTY DATA</b>      |  |                                  |                       |
| <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  |                                  |                       |
| <b>PROPERTY NUMBERS Total: 1</b> |  |                                  |                       |
| <b>Property Type</b>             | <b>Number</b>  | <b>Word Mark</b>                 |                       |
| <b>Registration Number:</b>      | 1444541  | WHERE WALL STREET GOES TO SCHOOL |                       |
| <b>CORRESPONDENCE DATA</b>       |  |                                  |                       |
| <b>Fax Number:</b>               | (952)681-3102  |                                  |                       |
|                                  | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> |                                  |                       |
| <b>Phone:</b>                    | (952) 681-3102   |                                  |                       |
| <b>Email:</b>                    | Christine.Docherty@pearson.com   |                                  |                       |
| <b>Correspondent Name:</b>       | Christine Docherty   |                                  |                       |
| <b>Address Line 1:</b>           | 5601 Green Valley Drive  |                                  |                       |
| <b>Address Line 4:</b>           | Bloomington, MINNESOTA 55437   |                                  |                       |
| <b>ATTORNEY DOCKET NUMBER:</b>   | WHERE WALL ST./NYIF/MANCI  |                                  |                       |
| <b>NAME OF SUBMITTER:</b>        | Christine Docherty   |                                  |                       |
| <b>Signature:</b>                | /christinedocherty/  |                                  |                       |
| <b>Date:</b>                     | 06/21/2007   |                                  |                       |

OP \$40.00 1444541

Total Attachments: 2

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### TRADEMARK ASSIGNMENT

This Trademark Assignment is dated as of June 20, 2007 (this "Assignment") between Executive Tax Reports, Inc., a New York corporation (the "Assignor"), and Pearson Education, Inc., a Delaware corporation (the "Assignee").

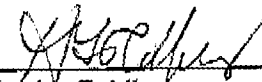
WHEREAS, the Assignor wishes to transfer, sell and assign to the Assignee all of the Assignor's right, title and interest in and to certain marks and the applications and registrations therefore as set forth on the attached Schedule A, together with the goodwill associated therewith (collectively, the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

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

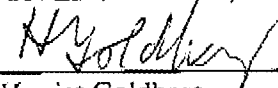
1. Assignment. The Assignor hereby assigns to the Assignee all right, title, and interest in and to the Marks.
2. Rights and Privileges. All rights and privileges, including the right to sue for and receive all damages from past infringements of the Marks, will be held and enjoyed by the Assignee and 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.

EXECUTIVE TAX REPORTS, INC.

By:   
 Name: Harriet Goldberg  
 Title: Vice President and  
 Assistant Secretary

ACCEPTED:  
 PEARSON EDUCATION, INC.

By:   
 Name: Harriet Goldberg  
 Title: Senior Vice President and Assistant Secretary

**SCHEDULE A****Executive Tax Reports, Inc.**

| <b>MARK</b>                      | <b>REG. NO.</b> | <b>REG. DATE</b> |
|----------------------------------|-----------------|------------------|
| WHERE WALL STREET GOES TO SCHOOL | 1,444,541       | June 23, 1987    |