

TRADEMARK ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	08/03/2007

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
EBSCO Publishing, Inc.		08/03/2007	CORPORATION: ALABAMA

RECEIVING PARTY DATA

Name:	EBSCO Industries, Inc.
Street Address:	5724 Highway 280 East
City:	Birmingham
State/Country:	ALABAMA
Postal Code:	35242
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 2

Property Type	Number	Word Mark
Registration Number:	2630050	BUSINESS BOOK REVIEW
Registration Number:	2726310	BBR

CORRESPONDENCE DATA

Fax Number: (404)685-7070
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 4048153770
 Email: caholland@sgrlaw.com
 Correspondent Name: Christopher A. Holland
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 Address Line 4: Atlanta, GEORGIA 30309

ATTORNEY DOCKET NUMBER:	043961.048
NAME OF SUBMITTER:	Christopher A. Holland

OP \$65.00 2630050

Signature:

/Christopher A. Holland/

Date:

09/05/2007

Total Attachments: 2

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ASSIGNMENT OF TRADEMARKS


WHEREAS, EBSCO Publishing, Inc., a corporation formed under the laws of the state of Alabama with a principal place of business at 5724 Highway 280 East, Birmingham, Alabama 35242, has adopted, used and is using and is the owner of the marks set forth on Schedule "A" to this Assignment (hereinafter the "Marks").

WHEREAS EBSCO Industries, Inc., a Delaware corporation with a principal place of business at 5724 Highway 280 East, Birmingham AL 35242, is desirous of acquiring said Marks.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, EBSCO Publishing, Inc. does hereby sell, assign, convey, transfer and deliver to EBSCO Industries, Inc., for its own use and enjoyment and for the use and enjoyment of its successors and assigns, the entire worldwide rights, title and interest in and to the Marks, together with the goodwill of the business symbolized thereby or otherwise associated with the business conducted in connection with the Marks, and all income, royalties, damages and payments which may hereafter become due or payable in respect thereof, and to all causes of actions (either at law or in equity) and the right to sue, counterclaim and recover for past, present and future infringement, dilution or other unauthorized use or impairment of the rights assigned to EBSCO Industries, Inc. under this Assignment of Trademarks.

IN WITNESS WHEREOF, EBSCO Publishing, Inc. has caused this Assignment of Trademarks to be executed by its duly authorized officer on the date written above. ASSIGNMENT OF TRADEMARKS is made this 3 day of August, 2007 by

EBSCO Publishing, Inc.

By:  _____

Richard L. Bozzelli

Vice President and Chief Treasurer

SCHEDULE A

TRADEMARKS

BUSINESS BOOK REVIEW (USPTO Reg. No. 2630050)

BBR (USPTO Reg. No. 2726310)