

**TRADEMARK ASSIGNMENT**

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<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>
The Bureau of National Affairs, Inc.		10/26/2007	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Institute of Management and Administration, Inc.		
<b>Street Address:</b>	3 Park Avenue		
<b>Internal Address:</b>	30th Floor		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10016		
<b>Entity Type:</b>	CORPORATION: NEW YORK		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2568708	BROADBAND DAILY	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(202)533-9099		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	202-467-8856		
<b>Email:</b>	behogue@vssp.com, iplaw@vssp.com, rsdonnell@vssp.com		
<b>Correspondent Name:</b>	Richard S. Donnell		
<b>Address Line 1:</b>	1828 L Street, NW		
<b>Address Line 2:</b>	11th Floor		
<b>Address Line 4:</b>	Washington, DISTRICT OF COLUMBIA 20036		
<b>ATTORNEY DOCKET NUMBER:</b>	002193-2/0769/BROADBAND		
<b>NAME OF SUBMITTER:</b>	Richard S. Donnell		
<b>Signature:</b>	/richard s donnell/		

CH \$40.00 2568708

Date:

11/16/2007

Total Attachments: 2

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT ("Assignment") is made and entered into to be effective as of the 26<sup>th</sup> day of Oct, 2007, by The Bureau of National Affairs, Inc., a Delaware corporation ("Assignor"), to Institute of Management and Administration, Inc., a New York corporation ("Assignee").

RECITALS

WHEREAS, Assignor has adopted and is using the trademark described in Exhibit A, attached hereto and made a part hereof (the "Mark");

WHEREAS, Assignee desires to acquire all right, title and interest in and to the Mark.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby grant, assign and convey to Assignee all of Assignor's right, title and interest in and to the Mark in the United States, the registration therefore listed in Exhibit A together with the goodwill of the business symbolized by the Mark, including, without limitation, Assignor's right, title and interest in and to (1) all income, royalties, damages and payments now and hereafter due and/or payable with respect to the Mark in the United States, including, without limitation, damages and payments for past or future infringements thereof in the United States; (2) the right to sue for past, present and future infringements of the Mark in the United States; (3) the right to secure all renewals for the registration of the Mark; (4) the right to secure registration for the Mark in the United States; and (5) all rights corresponding thereto in the United States, as fully and entirely as the same would have been held and enjoyed by Assignor had this Trademark Assignment not been made.

IN WITNESS WHEREOF, Assignor has hereunto set its hand and seal.

THE BUREAU OF NATIONAL  
AFFAIRS, INC

By: 

Name: Gene Conway

Title: VP + General Counsel

Exhibit A

Mark

BROADBAND DAILY

Reg. No.

2,568,708