

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Redwood Analytics, Inc.		01/02/2008	CORPORATION: PENNSYLVANIA
RECEIVING PARTY DATA			
Name:	Reed Elsevier Inc.		
Street Address:	2 Newton Place, 255 Washington Street		
Internal Address:	THIRD FLOOR		
City:	Newton		
State/Country:	MASSACHUSETTS		
Postal Code:	02458		
Entity Type:	CORPORATION: MASSACHUSETTS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2846602	REDWOOD ANALYTICS	
CORRESPONDENCE DATA			
Fax Number:	(302)884-8300		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	renee.simonton@reipmsi.com		
Correspondent Name:	Reed Elsevier Intellectual Property		
Address Line 1:	1105 North Market Street, Suite 501		
Address Line 4:	Wilmington, DELAWARE 19801		
NAME OF SUBMITTER:	RENEE SIMONTON		
Signature:	/renee simonton/		
Date:	01/14/2008		

Total Attachments: 3
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REDWOOD ANALYTICS, INC. TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment") is executed and delivered as of January 2, 2008, by Redwood Analytics, Inc., a Pennsylvania corporation ("Assignor"), in favor of Raed Elsevier Inc., a Massachusetts corporation ("Assignee"). Capitalized terms not otherwise defined herein shall have the meanings ascribed to them in the Purchase Agreement (as hereinafter defined).

WHEREAS, pursuant to that certain Asset Purchase Agreement, dated as of December 14, 2007 (the "Purchase Agreement"), by and among Assignor, Assignee, certain shareholders of Assignor as set forth in the Purchase Agreement and Jeffrey H. Steinberg, as representative of Assignor and such shareholders, Assignor has agreed, among other things, to assign to Assignee its interest in (i) the trademarks and trademark applications, and (ii) all divisions, reissues, reexaminations, substitutions, continuations, continuations-in-part, foreign counterparts, and extensions of the trademarks and trademark applications, in each case listed on Schedule 1 hereto (the "Assigned Marks").

NOW, THEREFORE, for good and valuable consideration provided in the Purchase Agreement, and other good and valuable consideration, the receipt and adequacy of which are acknowledged, the parties hereby agree as follows:

1. Assignor hereby conveys, transfers, and assigns to Assignee any and all right, title, and interest of Assignor in and to the Assigned Marks and all related common-law rights and all goodwill associated therewith and the right to sue and recover (for the sole use and benefit of Assignee and its successors, assigns, or other legal representatives) damages for past, present and future infringement, misappropriation, dilution or other violation thereof or damage thereto.

2. Assignee is to hold all right, title, and interest in and to the Assigned Marks as fully and exclusively as it would have been held and enjoyed by Assignor had the assignment in Section 1 not been made.

3. Assignor authorizes and requests the Commissioner of Patents and Trademarks of the United States and the equivalent office in each country in which the Assigned Marks are registered to record Assignee as the assignee and owner of the Assigned Marks and to issue any trademarks which may be granted on any applications included in the Assigned Marks to Assignee as assignee of the entire right, title and interest therein and thereto.

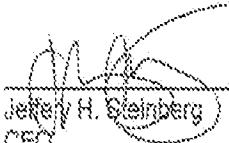
4. This Assignment is valid as between the parties as of the Closing Date (as defined in the Purchase Agreement). Assignor agrees, without additional consideration, to take such further actions and to execute any powers of attorney, applications, assignments, declarations, affidavits, and other papers necessary or desirable to transfer, vest, record and perfect good, valid and marketable title in the Assigned Marks to the Assignee.

5. To the extent there is a conflict between the terms and provisions of this Assignment and the Purchase Agreement, the terms and provisions of the Purchase Agreement will govern.

6. This Agreement shall be governed by and construed in accordance with the laws of the State of New York regardless of the laws that might otherwise govern under applicable principles of conflicts of laws thereof.

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

REDWOOD ANALYTICS, INC.



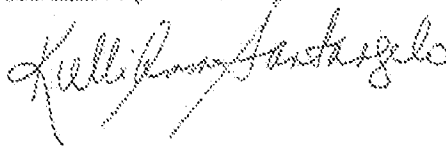
Jeffrey H. Steinberg
CEO

STATE OF New Jersey
COUNTY OF Burlington

On this 2nd day of January, 2009, before me the signatory above personally appeared and acknowledged to be the above-stated officer of Redwood Analytics, Inc., and that in such capacity, being authorized so to do, executed the foregoing instrument for the purposes therein contained.

Notary Public
[SEAL]

KELLI-ANN SANTANGELO
NOTARY PUBLIC OF NEW JERSEY
Commission Expires 7/27/2010



[Signature page to Trademark Assignment]

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Schedule 1 to Redwood Analytics, Inc. Trademark Assignment

Redwood Analytics, Inc. Assigned Marks

MARK	OWNER	COUNTRY	APPL. # / REG. #	FILING DATE / REG. DATE	STATUS
REDWOOD ANALYTICS	Redwood Analytics, Inc.	US	78/185041 2846602	9/17/2002 5/25/2004	Registered
REDWOOD ANALYTICS	Redwood Analytics, Inc.	Australia	1117648	6/7/2006 12/1/2006	Registered
REDWOOD ANALYTICS	Redwood Analytics, Inc.	Canada	1271687 TMA683623	9/12/2005 3/14/2007	Registered
REDWOOD ANALYTICS	Redwood Analytics, Inc.	United Kingdom	2406787	11/17/2005 1/15/2007	Registered