

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
Netcentral, Inc.		02/01/2008	CORPORATION: TENNESSEE
RECEIVING PARTY DATA			
Name:	Books-A-Million, Inc.		
Street Address:	402 Industrial Lane		
City:	Birmingham		
State/Country:	ALABAMA		
Postal Code:	35211		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2026323	NETCENTRAL	
CORRESPONDENCE DATA			
Fax Number:	(314)345-6060		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	314-345-6000		
Email:	smurphy@blackwellsanders.com		
Correspondent Name:	Blackwell Sanders LLP		
Address Line 1:	720 Olive St.		
Address Line 2:	Suite 2400		
Address Line 4:	St. Louis, MISSOURI 63101		
ATTORNEY DOCKET NUMBER:	712847.69		
NAME OF SUBMITTER:	Ralph W. Kalish, Jr.		
Signature:	/Ralph W. Kalish, Jr./		
Date:	02/01/2008		

OP \$40.00 2026323

Total Attachments: 1
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ASSIGNMENT

THIS ASSIGNMENT (the "Assignment") is made and entered into effective as of February 1, 2008 ("Effective Date"), by NetCentral, Inc., a corporation organized and existing under the laws of Tennessee, with its principal office and place of business at 595 Hicks Road, #14-G, Nashville, TN 37221, ("Assignor"), is the sole owner of the entire right, title and interest in and to the mark, NETCENTRAL, U.S. Application Serial No. 74/618,571, and Registration No. 2,026,323 (hereinafter collectively known as the "Mark"), together with the goodwill of the business in connection with which the Mark are used; and

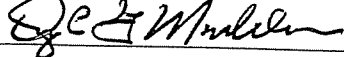
WHEREAS, Books-A-Million, Inc. a corporation organized and existing under the laws Delaware, with its principal office and place of business at 402 Industrial Lane, Birmingham, AL 35211 ("Assignee"), is desirous of acquiring the entire right, title and interest in and to the Mark, together with the goodwill of the business in connection with which the Mark are used; and

WHEREAS, Assignor desires to transfer all its right, title and interest in and to the Mark together with the goodwill of the business in connection with which the Mark are used.

NOW, THEREFORE, for one dollar and other good and valuable consideration, the sufficiency of which is hereby acknowledged, Assignor hereby transfers and assigns to Assignee its entire right, title and interest in and to the Mark together with the goodwill of the business in connection with which the Mark are used, as well as all renewals and extensions of registrations that are or may be secured by Assignee, its successors, assigns or other legal representatives, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by the Assignor if this Assignment had not been made, including, without limitation, all claims for damages by reason of past, present and future infringement or other unauthorized use of the Mark, with the right to sue for damages, and collect the same for Assignee's own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives.

Assignor hereby covenants and agrees that it will execute any and all instruments and documents reasonably necessary to aid the Assignee, its successors, legal representatives, and assigns, in the implementation and recordation of this Assignment.

Assignor: NetCentral, Inc.

By: 

Printed Name: Douglas G. Markham

Title: CFO, Secretary & Treasurer