

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
BNP Media II, LLC		05/01/2008	LIMITED LIABILITY COMPANY:
RECEIVING PARTY DATA			
Name:	Green Blue Institute		
Doing Business As:	DBA GreenBlue		
Street Address:	600 E. Water Street		
Internal Address:	Suite C		
City:	Charlottesville		
State/Country:	VIRGINIA		
Postal Code:	22901		
Entity Type:	TAX EXEMPT CORPORATION:		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3298566	SUSTAINABLE PACKAGING FORUM	
CORRESPONDENCE DATA			
Fax Number:	(202)775-8217		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	2024522140		
Email:	gstevens@saltmanandstevens.com		
Correspondent Name:	Gary G. Stevens		
Address Line 1:	1801 K Street, N.W.		
Address Line 2:	Suite M-110		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20006		
NAME OF SUBMITTER:	Gary G. Stevens		
Signature:	/Gary G. Stevens/		

OP \$40.00 3298566

Date:

05/01/2008

Total Attachments: 4

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**AGREEMENT TO TRANSFER AND ASSIGN
SERVICE MARK AND ASSOCIATED BUSINESS GOODWILL**

The following Agreement is made between BNP Media II, LLC (“BNP”), a Michigan limited liability company, and GreenBlue Institute, Inc. (“GreenBlue”), a Delaware non-profit corporation, to be effective as of the date this Agreement is executed by BNP (“effective date”). This Agreement is to effect the transfer and assignment of all service mark rights in the mark “SUSTAINABLE PACKAGING FORUM (and design),” United States Patent & Trademark Office Reg. No. 3,298,566 (the “Mark”), Exhibit A hereto.

In consideration of the mutual covenants below and for other good and valuable consideration paid by GreenBlue to BNP, the receipt and sufficiency of which is hereby acknowledged, BNP and GreenBlue agree and covenant as follows:

Assignment of Service Marks & Goodwill:

1. BNP transfers to GreenBlue all right, title and interest in the Mark and registration therefore for the United States of America and throughout the world together with that portion of BNP’s goodwill connected with the use of and symbolized by the Mark.

Execution of Additional Documents:

2. BNP agrees to execute and deliver at the request of GreenBlue all documents, instruments, and assignments, and to perform any other reasonable acts that GreenBlue may require in order to vest GreenBlue’s sole right, title and interest in and to the Mark or its associated goodwill and/or to provide evidence to support

any of the foregoing in the event such evidence is deemed necessary by GreenBlue, to the extent such evidence is in the possession or control of BNP.

Indemnification:

3. BNP agrees to indemnify, defend and hold harmless GreenBlue against any loss, damage or expense (including attorney's fees or costs) which may be incurred by GreenBlue as a result of any claim(s), action(s), or proceeding(s) brought in connection with any third-party license of or use of the Mark where the transaction(s), occurrence(s) or event(s) giving rise to such claim(s), action(s) or proceeding(s) occurred on or before the effective date of this agreement.

Choice of Law:

4. This Agreement is governed by the laws of the District of Columbia.

Complete Agreement:

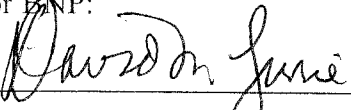
5. The terms of this Agreement constitute the entire agreement between BNP and GreenBlue with respect to the subject matter of the Agreement. All prior and contemporaneous agreements, promises, representations and understandings, both written and oral, with respect to the subject matter of this Agreement are extinguished by this Agreement.

Authority to Bind:

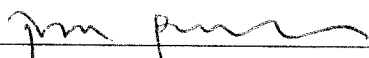
6. The individuals executing this Agreement on behalf of the undersigned warrant that they are unconditionally authorized to execute this Agreement on behalf of the party for which they are signing and that they have the full power and authority to bind such party to each and every provision of this Agreement.

IN WITNESS WHEREOF, BNP and GreenBlue execute this Agreement on the dates set forth below and represent that they have read and understood all the terms, conditions and provisions of this Agreement.

For BNP:


Name: DAVID M. LURIE
Position: Publishing Director
Date: 5/1/08

For GreenBlue:


Name: Jason Pearson
Position: President & CEO
Date: May 1, 2008

Int. Cl.: 41

Prior U.S. Cls.: 100, 101, and 107

United States Patent and Trademark Office

Reg. No. 3,298,566

Registered Sep. 25, 2007

SERVICE MARK
PRINCIPAL REGISTER

**SUSTAINABLE
PACKAGING | FORUM**

BNP MEDIA II, LLC (MICHIGAN LTD LIAB CO)
2401 WEST BIG BEAVER ROAD
SUITE 700
TROY, MI 48084

FOR: EDUCATIONAL SERVICES, NAMELY PROVIDING BUSINESS CONFERENCES IN THE FIELD OF SUSTAINABLE PACKAGING, FOCUSING ON COMPREHENSIVE ANALYSIS OF THE THREE TENETS OF SUSTAINABILITY NAMELY, ECONOMIC, SOCIAL AND THE ENVIRONMENT, AND THEIR IMPACT ON SUSTAINABLE OPERATIONS AMONG CONSUMER GOODS PRODUCERS AND THEIR BOTTOM-LINE IMPACT ON SUSTAINABLE PACKAGE PRODUCTION THROUGH THE USE OF LIVE PRESENTATIONS AND PANELS TARGETING THEORETICAL, PRACTICAL, TECHNICAL TOOLS AND PROCESSES THAT CONSUMER PACKAGE

GOODS, PACKAGING SUPPLIERS, DESIGNERS, AND CONVERTERS MUST EMBRACE AND EMPLOY TO CREATE AND MAINTAIN ECONOMICALLY PROFITABLE, ECOLOGICALLY REGENERATIVE, AND SOCIALLY EMPOWERING ACTIVITIES THROUGH INTELLIGENT DESIGN AND OPERATIONS, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 2-15-2005; IN COMMERCE 2-15-2005.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "SUSTAINABLE PACKAGING FORUM", APART FROM THE MARK AS SHOWN.

SN 76-649,358, FILED 10-28-2005.

ADA HAN, EXAMINING ATTORNEY

EXHIBIT A