

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<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>
DVP Media Pty Ltd.		03/10/2009	CORPORATION: AUSTRALIA
DVP Licensing Pty Ltd.		03/10/2009	CORPORATION: AUSTRALIA
CDX IP		03/10/2009	TRUST: AUSTRALIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Jones and Bartlett Publishers, LLC		
<b>Street Address:</b>	40 Tall Pine Drive		
<b>City:</b>	Sudbury		
<b>State/Country:</b>	MASSACHUSETTS		
<b>Postal Code:</b>	01776		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2351190	X	
<b>Registration Number:</b>	2308533	CDX	
<b>Registration Number:</b>	2369825	CDX	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)310-8007		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Email:</b>	Caroline.Geiger@weil.com, adrian.perry@weil.com, beth.akers@weil.com		
<b>Correspondent Name:</b>	Caroline Geiger		
<b>Address Line 1:</b>	Weil, Gotshal & Manges LLP		
<b>Address Line 2:</b>	767 Fifth Avenue		
<b>Address Line 4:</b>	New York, NEW YORK 10153		
<b>ATTORNEY DOCKET NUMBER:</b>	54587-0007 C. GEIGER		

CH \$90.00 2351190

NAME OF SUBMITTER:	Caroline Geiger
Signature:	/Caroline Geiger/
Date:	03/11/2009

**Total Attachments: 7**

source=Trademark Assignment to Jones and Bartlett Publishers, LLC#page1.tif  
source=Trademark Assignment to Jones and Bartlett Publishers, LLC#page2.tif  
source=Trademark Assignment to Jones and Bartlett Publishers, LLC#page3.tif  
source=Trademark Assignment to Jones and Bartlett Publishers, LLC#page4.tif  
source=Trademark Assignment to Jones and Bartlett Publishers, LLC#page5.tif  
source=Trademark Assignment to Jones and Bartlett Publishers, LLC#page6.tif  
source=Trademark Assignment to Jones and Bartlett Publishers, LLC#page7.tif

**TRADEMARK ASSIGNMENT**

This TRADEMARK ASSIGNMENT, dated March 10, 2009 (this "**Assignment**"), is entered into by and between DVP Media Pty Ltd. ACN 078 953 287 (trading as CDX Global), a corporation incorporated under the laws of Australia ("**CDX**"), DVP Licensing Pty Ltd. ACN 098 522 019, a corporation incorporated under the laws of Australia ("**CDX IP**"), and CDX IP as trustee of the CDX Global Unit Trust, a trust organized under the laws of Australia (collectively, the "**Assignor**"), and Jones and Bartlett Publishers, LLC, a limited liability company existing under the laws of the State of Delaware ("**Assignee**"). Both Assignor and Assignee are collectively referred to herein as the "**Parties.**"

**WHEREAS**, Assignor and Assignee have entered into an Asset Purchase Agreement dated March 2, 2009, (the "**Agreement**");

**WHEREAS**, pursuant to the Agreement, Assignor agreed to assign to Assignee its rights to certain trademarks and trademark applications owned by Assignor;

**WHEREAS**, Assignor wishes to confirm Assignee's ownership of those trademarks and assign to Assignee any right, title and interest that Assignor may have in and to the trademark registrations, trademark applications and material unregistered trademarks listed on the attached Schedule A (the "**Assigned Trademarks**");

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged:

1. Assignor hereby sells, transfers, conveys, assigns and delivers to Assignee any and all worldwide right, title and interest Assignor holds, or may hold, in and to the Assigned Trademarks and the goodwill of the business in connection with which said marks are used and which are symbolized by said marks, together with all rights derived therefrom, including statutory, common law and contractual rights, in, to and under the Assigned Trademarks, the same to be held and enjoyed by Assignee for its own use and enjoyment and the use and enjoyment of its successors and assigns to the end of the term or terms for which the Assigned Trademarks are granted or reissued or extended as fully and entirely as the same would have been held and enjoyed by Assignor if this assignment and sale had not been made, and in and to all income, royalties, damages and payments now or hereafter due or payable with respect to the Assigned Trademarks, including in and under all causes of action (either in law or in equity), and the right to sue, counterclaim, and recover for past, present and future infringement of the rights assigned under this Assignment.
2. The foregoing assignment is, in all events, subject to the Agreement.
3. All capitalized terms not otherwise defined in this Assignment, as used in this Assignment, will have the respective meanings set forth in the Agreement.


4. The Parties hereby request and authorize the relevant authority at the United States Patent and Trademark Office and/or the applicable foreign authorities to record Assignee as the assignee and owner of the Assigned Trademarks.
5. This Assignment is binding upon and inures to the benefit of the Parties hereto and their respective successors and assigns. This Assignment and the rights and obligations of the Parties hereunder shall be governed by, and construed in accordance with the laws of the State of Delaware.

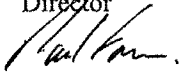
IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be duly executed in duplicate originals by their duly authorized representative as of the day and year first above written.

**JONES AND BARTLETT PUBLISHERS, LLC**

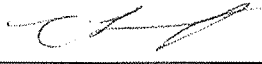
By: \_\_\_\_\_  
Name: Clayton Jones  
Title: Chief Executive Officer

**DVP MEDIA PTY LTD.**


By:   
Name: Brian Clarkson  
Title: Director

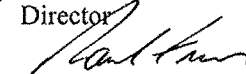
By:   
Name: Paul Fraser  
Title: Director

WITNESSED BY:

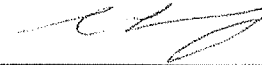
  
[Name] CARLY LONG

**DVP LICENSING PTY LTD.**

By:   
Name: Brian Clarkson  
Title: Director


By:   
Name: Paul Fraser  
Title: Director

WITNESSED BY:

  
[Name] CARLY LONG

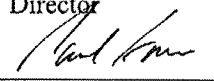
[SIGNATURE PAGE TO TRADEMARK ASSIGNMENT]

DVP LICENSING PTY LTD. as  
trustee of the CDX GLOBAL UNIT TRUST

By: 

Name: Brian Clarkson

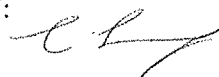
Title: Director

By: 

Name: Paul Fraser

Title: Director

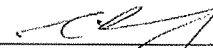
WITNESSED BY:



[Name]

CARLY WONG

Sworn to and subscribed before me  
this 5<sup>th</sup> day of March, 2009.

  
\_\_\_\_\_  
Notary Public *Solicitor*  
CARLY LONG

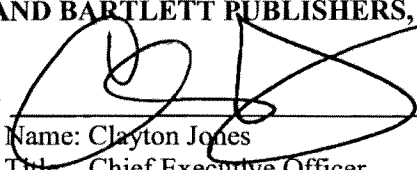
My Commission Expires: \_\_\_\_\_

[SIGNATURE PAGE TO TRADEMARK ASSIGNMENT]

TRADEMARK  
REEL: 003949 FRAME: 0929

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be duly executed in duplicate originals by their duly authorized representative as of the day and year first above written.

**JONES AND BARTLETT PUBLISHERS, LLC**

By:   
Name: Clayton Jones  
Title: Chief Executive Officer

**DVP MEDIA PTY LTD.**

By: \_\_\_\_\_  
Name: Brian Clarkson  
Title: Director

By: \_\_\_\_\_  
Name: Paul Fraser  
Title: Director

WITNESSED BY:

\_\_\_\_\_  
[Name]

**DVP LICENSING PTY LTD.**

By: \_\_\_\_\_  
Name: Brian Clarkson  
Title: Director

By: \_\_\_\_\_  
Name: Paul Fraser  
Title: Director

WITNESSED BY:

\_\_\_\_\_  
[Name]

[SIGNATURE PAGE TO TRADEMARK ASSIGNMENT]

## SCHEDULE A

### TRADEMARKS

#### Australia

Country	Trademark	Application No./ Application Date	Registration No./ Registration Date	Owner	Security Interest/ Date Recorded	Status
AU	CDX AND DESIGN	678164 11/15/95	678164 11/15/95	DVP MEDIA PTY LTD		REGISTERED
AU	CDX AND DESIGN	678165 11/15/95	678165 11/15/95	DVP MEDIA PTY LTD		REGISTERED
AU	CDX AND DESIGN	678166 11/15/95	678166 11/15/95	DVP MEDIA PTY LTD		REGISTERED
AU	CDX AND DESIGN	678167 11/15/95	678167 11/15/95	DVP MEDIA PTY LTD		REGISTERED
AU	KNOW SEE DO PROVE AND DESIGN	864788 2/2/01	864788 2/2/01	DVP MEDIA PTY LTD		REGISTERED
AU	D.V.P. AND DESIGN	716509 9/2/96	716509 9/2/96	DVP MEDIA PTY LTD		EXPIRED
AU	NEWS DESK	774340 9/29/98	n/a	DVP MEDIA PTY LTD		NEVER REGISTERED
AU	CDXAUTO	894030 11/2/01	n/a	DVP MEDIA PTY LTD		NEVER REGISTERED

#### United States

Country	Trademark	Application No./ Application Date	Registration No./ Registration Date	Owner	Security Interest/ Date Recorded	Status
US	X AND DESIGN	75/455536 3/24/98	2351190 5/23/00	DVP MEDIA PTY LTD		REGISTERED
US	CDX AND DESIGN	75/455523 3/24/98	2308533 1/18/00	DVP MEDIA PTY LTD		REGISTERED
US	CDX	75/455454 3/24/98	2369825 7/25/00	DVP MEDIA PTY LTD		REGISTERED



**MATERIAL UNREGISTERED TRADEMARKS**

**Australia**

CDX  
CDX Global  
DVP Media  
CDX Enterprise  
CDX eTextbook  
CDX Plus  
CDX Plus Online  
CDX Launcher

**United States**

CDX  
CDX Global  
DVP Media  
CDX Enterprise  
CDX eTextbook  
CDX Plus  
CDX Plus Online  
CDX Launcher