

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| James M. Kouzes | | 04/12/2009 | INDIVIDUAL: UNITED STATES |
| RECEIVING PARTY DATA | | | |
| Name: | John Wiley & Sons, Inc. | | |
| Street Address: | 111 River Street | | |
| Internal Address: | Legal Department | | |
| City: | Hoboken | | |
| State/Country: | NEW JERSEY | | |
| Postal Code: | 07030 | | |
| Entity Type: | CORPORATION: NEW MEXICO | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 2594095 | THE FIVE PRACTICES OF EXEMPLARY LEADERSHIP | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (201)748-6500 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | 201-748-5692 | | |
| Email: | jsavaser@wiley.com | | |
| Correspondent Name: | Ashima Aggarwal | | |
| Address Line 1: | 111 River Street | | |
| Address Line 2: | Legal Department | | |
| Address Line 4: | Hoboken, NEW JERSEY 07030 | | |
| ATTORNEY DOCKET NUMBER: | ASSIGNMENT | | |
| NAME OF SUBMITTER: | Ashima Aggarwal | | |
| Signature: | /aa/ | | |

CH \$40.00 2594095

Date:

04/30/2009

Total Attachments: 2

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Schedule C
Assignment of Trademark

WHEREAS, James M. Kouzes, a U.S. citizen residing at 117 Casa Vieja Place, Orinda, California 94563 U.S.A., and Barry Z. Posner, a U.S. citizen residing at 15419 Banyan Lane, Monte Sereno, California 95125 U.S.A. (hereinafter referred to as "ASSIGNORS"), own and have used the trademark THE FIVE PRACTICES OF EXEMPLARY LEADERSHIP for "instructional books and other printed training materials for use in connection with a continuing series of classes, seminars, conferences, and workshops in the field of leadership development," as evidenced by U.S. Registration No. 2,594,095 (hereinafter referred to as the "TRADEMARK"); and

WHEREAS, John Wiley & Sons, Inc., a corporation organized and existing under the laws of the State of New York, having its principal place of business at 111 River Street, Hoboken, New Jersey, 07030, U.S.A. (hereinafter referred to as "ASSIGNEE"), is desirous of acquiring all of the right, title and interest of ASSIGNORS in, to and under the TRADEMARK, together with the goodwill of the business associated with the TRADEMARK.

NOW THEREFORE, in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, the sufficiency and receipt of which is hereby acknowledged:

ASSIGNORS hereby transfer to ASSIGNEE the entire right, title and interest of the ASSIGNORS in and to the TRADEMARK, together with the goodwill of the business associated with the TRADEMARK and Registration No. 2,594,095; and

ASSIGNORS do hereby sell, assign, transfer, and set over unto ASSIGNEE, its successors, legal representatives, and assigns all claims for damages by reason of past infringement of the

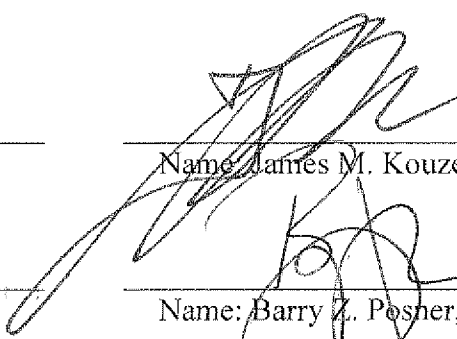


TRADEMARK, the right to sue for and collect the same for its own use and enjoyment, and for the use and enjoyment of its successors, assigns, or other legal representative.

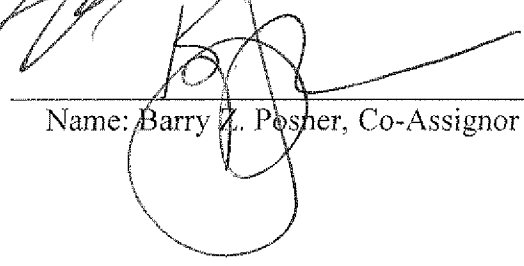
ASSIGNORS further authorize the Commissioner of Patents and Trademarks of the United States to record the trademark No. 2,594,095 as property of ASSIGNEE; and

ASSIGNORS further agree to execute such further documents as may be required to record ASSIGNEE as the owner of the TRADEMARK and the registrations herein assigned.

Dated: 04-08-09


Name: James M. Kouzes, Co-Assignor

Dated: April 12, 2009


Name: Barry Z. Posner, Co-Assignor

