

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 |
|-----------------------------------|----------|----------------|----------------------------|
| Partners in Leadership IP, LLC II | | 12/31/2008 | LIMITED LIABILITY COMPANY: |

RECEIVING PARTY DATA

| | |
|-----------------|--------------------------------|
| Name: | Partners in Leadership IP, LLC |
| Street Address: | 27555 Ynez Road, Suite 300 |
| City: | Temecula |
| State/Country: | CALIFORNIA |
| Postal Code: | 92591 |
| Entity Type: | LIMITED LIABILITY COMPANY: |

PROPERTY NUMBERS Total: 64

| Property Type | Number | Word Mark |
|----------------------|---------|------------------------------|
| Registration Number: | 3592526 | 360° ACCOUNTABILITY |
| Registration Number: | 3592525 | ACCOUNTABILITY ATTITUDES |
| Registration Number: | 3592524 | ACCOUNTABILITY CONVERSATION |
| Registration Number: | 3592523 | ACCOUNTABILITY REALITY CHECK |
| Registration Number: | 3592522 | ACCOUNTABILITY SEQUENCE |
| Registration Number: | 3581449 | ACCOUNTABILITY METHODS |
| Registration Number: | 3570678 | WHY-WHAT-WHEN |
| Registration Number: | 3568459 | REALITY WINDOW |
| Registration Number: | 3568458 | OUTER RING |
| Registration Number: | 3568457 | INNER RING |
| Registration Number: | 3565669 | LOOK MODEL |
| Registration Number: | 3565540 | HOW DID THAT HAPPEN? |
| Registration Number: | 3565539 | HOW DID THAT HAPPEN? |

OP \$1615.00 3592526

| | | |
|----------------------|----------|--------------------------------------|
| Registration Number: | 3565538 | HOW DID THAT HAPPEN? |
| Registration Number: | 2389017 | ABOVE THE LINE |
| Registration Number: | 2661957 | ACCELERATING THE CULTURAL TRANSITION |
| Registration Number: | 2966184 | ACCOUNTABILITY COACHING |
| Registration Number: | 3617108 | ACCOUNTABILITY COMMUNITY |
| Registration Number: | 3049189 | ACCOUNTABILITY DIALOGUE |
| Registration Number: | 2578143 | ACCOUNTABILITY FEEDBACK PROCESS |
| Registration Number: | 3048476 | ACCOUNTABILITY STYLES |
| Registration Number: | 2558605 | ACCOUNTABILITY TRAINING |
| Registration Number: | 3012903 | BARRIERS TO FEEDBACK |
| Registration Number: | 2299322 | BELOW THE LINE |
| Registration Number: | 2522489 | CREATING A CULTURE OF ACCOUNTABILITY |
| Registration Number: | 2791347 | CULTURAL BELIEFS |
| Registration Number: | 3637923 | CULTURE OF ACCOUNTABILITY |
| Registration Number: | 3111126 | CULTURAL TRANSITION PROCESS |
| Registration Number: | 2551877 | DO IT |
| Registration Number: | 2558604 | FOCUSED FEEDBACK |
| Registration Number: | 2768667 | LIFT ACCOUNTABILITY COACHING MODEL |
| Registration Number: | 2551876 | OWN IT |
| Registration Number: | 2781923 | OZ II |
| Registration Number: | 2359080 | PARTNERS IN LEADERSHIP |
| Registration Number: | 2386780 | PL |
| Registration Number: | 3092775 | RESULTS ACCELERATION MODEL |
| Registration Number: | 2580901 | SEE IT |
| Registration Number: | 2551878 | SEE IT, OWN IT, SOLVE IT, DO IT |
| Registration Number: | 2551883 | SOLVE IT |
| Registration Number: | 2305243 | STEPS TO ACCOUNTABILITY |
| Registration Number: | 2995267 | THE 5 D'S |
| Registration Number: | 3079712 | THE FEEDBACK FACTOR |
| Registration Number: | 3049188 | THE FOUR POINTS OF FOCUSED FEEDBACK |
| Registration Number: | 2301403 | THE OZ PRINCIPLE |
| Registration Number: | 2320439 | THE RESULTS PYRAMID |
| Registration Number: | 2815002 | ACCOUNTABILITIES |
| Serial Number: | 77516883 | ACCOUNTABILITY CONNECTION |
| Serial Number: | 77343026 | ACCOUNTABILITY PROCESS CONTROL |

| | | |
|----------------|----------|-------------------------------------------------|
| Serial Number: | 77342936 | ALIGNMENT DIALOGUE |
| Serial Number: | 77342939 | ALIGNMENT MEETING |
| Serial Number: | 77414502 | ALPINE UNIVERSITY |
| Serial Number: | 77458029 | BUILDING AN ACCOUNTABLE CULTURE TRACK |
| Serial Number: | 77683136 | FORM CHECKLIST |
| Serial Number: | 77458034 | HOLDING OTHERS ACCOUNTABLE TRACK |
| Serial Number: | 77343007 | INPUT/OUTPUT CHANGE MODEL |
| Serial Number: | 77342922 | INSPECT WHAT YOU EXPECT |
| Serial Number: | 77391825 | LEADERSHIP RADAR |
| Serial Number: | 77343015 | LEVEL THREE CHANGE |
| Serial Number: | 77343005 | LEVELS OF ENGAGEMENT |
| Serial Number: | 77124960 | METHODOLOGY FOR CHANGING BELIEFS |
| Serial Number: | 77343017 | PHANTOM REALITY |
| Serial Number: | 77458025 | TAKING PERSONAL ACCOUNTABILITY TRACK |
| Serial Number: | 77342919 | THE MORE YOU LOOK, THE MORE YOU LEARN |
| Serial Number: | 77458018 | THREE TRACKS TO CREATING GREATER ACCOUNTABILITY |

CORRESPONDENCE DATA

Fax Number: (951)694-1426
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 9516945596
Email: cynthia.nezik@ozprinciple.com
Correspondent Name: Cynthia Nezik
Address Line 1: 27555 Ynez Road, Suite 300
Address Line 4: Temecula, CALIFORNIA 92591

| | |
|--------------------|------------------|
| NAME OF SUBMITTER: | Cynthia Nezik |
| Signature: | /Cynthia- Nezik/ |
| Date: | 07/06/2009 |

Total Attachments: 3
source=PIL Assignment Agreement#page1.tif
source=PIL Assignment Agreement#page2.tif
source=PIL Assignment Agreement#page3.tif

**ASSIGNMENT
OF
INTELLECTUAL PROPERTY**

WHEREAS, Partners in Leadership IP II, LLC, a Nevada limited liability company (“Assignor”), has adopted and is using the trademarks as set forth on Schedule A (“Marks”), and owns the registrations of the Marks that have been registered, in addition to its ownership of all pending marks, copyrights and other personal property not listed on Schedule A (“Other Property”), including goodwill associated with the Marks and Other Property; and

WHEREAS, Assignor desires now to assign the Marks, the Other Property and all goodwill associated with the Marks and the Other Property to Partners in Leadership IP, LLC, a Nevada limited liability company (“Assignee”), and Assignee desires to acquire the same.

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, effective as of the 31st of December 2008, Assignor does hereby assign and transfer to Assignee the entire right, title, and interest in and to the Marks, including any registrations thereof, and all of its right, title, and interest in and to the Other Property, including all rights which Assignor has enjoyed thereunder both in the United States and throughout all countries of the world, including any and all rights of recovery based on past infringement of the Other Property, Marks and/or registrations, the same to be held and enjoyed by Assignee, its successors, and assigns forever and to the full end of the terms for which any of the Marks or Other Property are registered and any renewals of the terms thereof;

AND FOR THE SAME CONSIDERATION, Assignor also hereby covenants and agrees that, at the time of execution and delivery of this Assignment, Assignor is the sole and lawful owner of the entire right, title, and interest in and to the registrations and believes it is the sole and lawful owner of the entire right, title, and interest in and to said Marks, Other Property, and goodwill associated therewith and that the same are unencumbered and that Assignor has good and full right and lawful authority to sell and convey the same in the manner herein set forth.

[Remainder of page left intentionally blank]

IN WITNESS WHEREOF, this Assignment is executed effective as of the date set forth above.

ASSIGNOR:

PARTNERS IN LEADERSHIP IP II, LLC, a
Nevada limited liability company

By: Thomas A. Smith
Name: Thomas A. Smith
Its: Manager

ASSIGNEE:

PARTNERS IN LEADERSHIP IP, LLC, a Nevada
limited liability company

By: Thomas A. Smith
Name: Thomas A. Smith
Its: Manager

SCHEDULE A

U.S. Trademarks

| Serial Number | Registration Number | Word Mark |
|---------------|---------------------|---------------------------------------|
| 77343007 | | Input/Output Change Model |
| 77342947 | 3592526 | 360° Accountability |
| 77342932 | 3592525 | Accountability Attitudes |
| 77342931 | 3592524 | Accountability Conversation |
| 77342928 | 3592523 | Accountability Reality Check |
| 77342915 | 3592522 | Accountability Sequence |
| 77391820 | | Map-Measureable, Achievable, Portable |
| 77342953 | 3581449 | Accountability Methods |
| 77342929 | | Accountability Culture Assessments |
| 77343024 | 3570678 | Why-What-When |
| 77343000 | 3568459 | Reality Window |
| 77342959 | 3568458 | Outer Ring |
| 77342952 | 3568457 | Inner Ring |
| 77342949 | 3565669 | Look Model |
| 77283476 | 3565540 | How Did That Happen? |
| 77283474 | 3565539 | How Did That Happen? |
| 77283454 | 3565538 | How Did That Happen? |
| 77283449 | | Expect Greatness |
| 77283446 | | Expect Greatness |
| 77283438 | | Expect Greatness |
| 77343026 | | Accountability Process Control |
| 77342925 | | By When |
| 77343017 | | Phantom Reality |
| 77342922 | | Inspect What You Expect |
| 77342919 | | The More You Look, The More You Learn |
| 77391825 | | Leadership Radar |
| 77342950 | | Expectations Chain |
| 77343015 | | Level Three Change |
| 77343005 | | Levels of Engagement |
| 77414502 | | Alpine University |
| 77342939 | | Alignment Meeting |
| 77342936 | | Alignment Dialogue |