

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	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>
Ingram Book Group Inc.		10/01/2009	CORPORATION: TENNESSEE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Ingram Industries Inc.		
<b>Street Address:</b>	4400 Harding Road		
<b>City:</b>	Nashville		
<b>State/Country:</b>	TENNESSEE		
<b>Postal Code:</b>	37205		
<b>Entity Type:</b>	CORPORATION: TENNESSEE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	76695601	I INGRAM BOOK COMPANY SETTING THE STANDARD	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(615)242-2221		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	615-242-2400		
<b>Email:</b>	icw@iplawgroup.com		
<b>Correspondent Name:</b>	I. C. Waddey, Jr.		
<b>Address Line 1:</b>	1600 Division Street		
<b>Address Line 2:</b>	Ste. 500		
<b>Address Line 4:</b>	Nashville, TENNESSEE 37203		
<b>ATTORNEY DOCKET NUMBER:</b>	00569		
<b>NAME OF SUBMITTER:</b>	I. C. Waddey, Jr.		
<b>Signature:</b>	/I. C. Waddey, Jr./		
<b>Date:</b>	10/26/2009		

CH \$40.00 76695601

Total Attachments: 3

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## ASSIGNMENT

WHEREAS, **Ingram Book Group Inc.**, a corporation organized in the state of Tennessee, whose full post office address is One Ingram Boulevard, LaVergne, Tennessee 37086 U.S.A. is the owner of the unregistered logo and service mark "INGRAM BOOK COMPANY SETTING THE STANDARD" that was filed for registration on February 5, 2009 and assigned serial number 76/695,601 for use in conjunction with distributorship, wholesale distributorship, and reseller services through order fulfillment services, catalog ordering services, and on-line ordering services all featuring gifts, books, both electronic and paper, and audio and other related print and digital content; Advertising and publicity services, namely, promoting the books and book related products of third parties through print, audio, video, digital and on-line medium; and providing business marketing information for book retailers concerning the book industry via on-line electronic communications network in International Class: 035; and Distribution services, namely, delivery of books, audio books, compact discs and other related book products in International Class: 039;

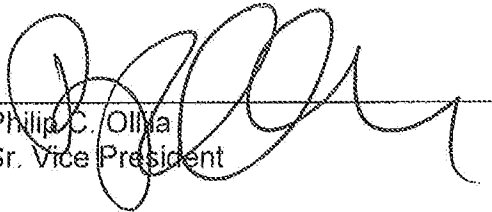
AND WHEREAS, **Ingram Industries Inc.**, whose full post office address is 4400 Harding Road, Nashville, Tennessee 37205, U.S.A. is desirous of acquiring all rights in the U.S.A. in and to the unregistered logo and service mark "INGRAM BOOK COMPANY SETTING THE STANDARD" under serial number 76/695,601 filed on February 5, 2009, together with the goodwill of the business as symbolized by the said service mark herein assigned.

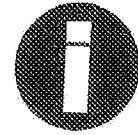
NOW, THEREFORE, KNOW ALL MEN BY THESE PRESENTS that in consideration of the sum of \$1.00 (One Dollar) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, **Ingram Book Group Inc.** does hereby sell and assign to **Ingram Industries Inc.** all of its rights, title and interest in the U.S.A. in and to the said unregistered logo and service mark under serial number 76/695,601 together with the goodwill of the business as symbolized by the said logo and service mark herein assigned.

Signature Page for Assignment of Logo and Service Mark  
INGRAM BOOK COMPANY SETTING THE STANDARD

SIGNED at LaVergne, Tennessee, USA, effective as of October 1, 2009.

INGRAM BOOK GROUP INC.

  
Philip C. Olliva  
Sr. Vice President



# Ingram Book Company

Setting the standard

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**Ingram Book Company** is a progressive book wholesaler with the largest selection of titles, and the fastest and most sophisticated distribution system in the world. Through superior service and technology, we consistently set the standard for the book industry.