

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
Mark J. Rinella d/b/a INFO 1		10/20/2009	SOLE PROPRIETORSHIP: UNITED STATES
RECEIVING PARTY DATA			
Name:	The Chronicle of Higher Education, Inc.		
Street Address:	1255 Twenty-Third St., N.W.		
City:	Washington		
State/Country:	DISTRICT OF COLUMBIA		
Postal Code:	20037		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3429819	THE CHRONICLE	
Serial Number:	77200986	CHRONICLE	
CORRESPONDENCE DATA			
Fax Number:	(517)367-7146		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	517-371-8103		
Email:	sfrederick@fosterswift.com, Irosier@fosterswift.com		
Correspondent Name:	Samuel J. Frederick		
Address Line 1:	313 South Washington Square		
Address Line 4:	Lansing, MICHIGAN 48933		
ATTORNEY DOCKET NUMBER:	28042-00001		
NAME OF SUBMITTER:	Samuel J. Frederick		
Signature:	/Samuel J Frederick/		

OP \$65.00 3429819

TRADEMARK

Date:

11/11/2009

Total Attachments: 7

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EXHIBIT B

ASSIGNMENT AGREEMENT

THIS ASSIGNMENT AGREEMENT (this "Agreement"), dated as of Oct 20, 2009, is by and among Mark J. Rinella d/b/a INFO 1, a resident of the State of Michigan ("Assignor") and The Chronicle of Higher Education, Inc., a Delaware corporation ("Assignee").

WHEREAS, the Assignee and Assignor are parties to a certain Settlement Agreement dated as of Oct 20, 2009 (the "Settlement Agreement"), whereby such Settlement Agreement requires the Assignor to sell, assign, transfer, convey and deliver all of the Assignor's right, title and interest in and to the Marks listed on Schedule A hereto (the "Marks") and the Domain Names listed on Schedule B hereto (the "Domain Names"); and

WHEREAS, Assignee is desirous of acquiring the entire right, title and interest in and to the Domain Names and the Marks, and any applications or registrations which may be filed or granted therefor in the United States and its territorial possessions and in any and all foreign countries.

NOW, THEREFORE, in consideration of the foregoing, the consideration provided under the Settlement Agreement and for other good and valuable consideration, the receipt, sufficiency and adequacy of which are hereby acknowledged by the Assignor and the Assignee, and with the intent to be legally bound, the Assignor and the Assignee hereby agree as follows:

1. Assignor hereby irrevocably sells, assigns, transfers, conveys and delivers unto Assignee all of its right, title, and interest in and to the Marks and Domain Names, free and clear of all liens, together with all of the goodwill of the business associated with and symbolized by such Marks, the applications and registrations therefor, and any rights of the Assignor to sue any third parties for any past infringement of or to the Marks, for the use and behalf of Assignee and its successors, assigns or other legal representative and to prosecute such applications and registrations in the United States Patent and Trademark Office or in any foreign jurisdiction.

2. This Agreement is binding on the Assignor and its respective successors and assigns, and inures to the benefit of the Assignee and its successors and assigns.

4. This Trademark Assignment Agreement shall be governed by and construed in accordance with the substantive laws of the District of Columbia without regard to principles of conflict of laws.

[SIGNATURES APPEAR ON THE FOLLOWING PAGE.]

IN WITNESS WHEREOF, Mark J. Rinella d/b/a INFO 1 and The Chronicle of Higher Education, Inc. have caused this Agreement to be executed by their duly authorized representatives on the day and year first above written.

ASSIGNOR:

Mark J. Rinella d/b/a INFO 1

Mark Rinella

By:

Title: *INDIVIDUALLY & MANAGING MEMBER*

ACKNOWLEDGMENT

STATE OF _____)

COUNTY OF _____)

This instrument was acknowledged before me this 15th day of Sept, 2009, by Mark J. Rinella, a resident of the State of Michigan, on behalf of himself and his sole proprietorship.

{Seal}

Trudy Meade
Notary Public in and for
the State of _____

My commission expires: _____

TRUDY MEADE
NOTARY PUBLIC - STATE OF MICHIGAN
COUNTY OF CALHOUN
My Commission Expires May 17, 2012
Acting in the County of Ingham

Schedule A

Marks

1. U.S. Federal Trademark Applications and Registrations

Mark	Registration (Application) Number	Status	Goods/Services
THE CHRONICLE	3429819	Registered	<p>Consulting services in the field of human resources development, namely, for the promotion of employee retention, career growth, and increased productivity for employees and employers; Employment agencies; Employment counseling and recruiting; Employment hiring, recruiting, placement, staffing and career networking services; Employment outplacement services; Employment verification; Providing an on-line searchable database featuring classified ad listings and employment opportunities; Providing an online searchable database featuring employment opportunities and content relevant to people 50 years of age and older; Providing labor relations services, namely, establishing committees with unions to promote improved relations between employers and unions; Talent agencies; Temporary employment agencies; Testing to determine employment skills; Advertising agencies; Advertising agencies, namely, promoting the goods and services of others; Advertising agencies, namely, promoting the services of higher education related businesses through the distribution of printed and audio promotional materials and by rendering sales promotion advice; Advertising and advertisement services; Consulting services in the field of higher education administration; Education leadership development; Enrolling students in the educational programs of others; Promoting public interest in education, recognition, career advancement, and leadership for elite managers and executives in corporations and professional service firms; Public advocacy to promote awareness of employment opportunities, many of them being related to education.; Recruitment of students for higher education institutions; Job and personnel placement; Job placement; Organizing and conducting job fairs; Testing to determine job competency; Career placement; Providing career information; Providing a web site that enables users to post items for sale through on-line classified advertisements</p>

Mark	Registration (Application) Number	Status	Goods/Services
CHRONICLE	77200986	Pending	Employment agencies; Employment counseling and recruiting; Employment hiring, recruiting, placement, staffing and career networking services; Employment outplacement services; Providing an on-line searchable database featuring classified ad listings and employment opportunities; Temporary employment agencies; Job and personnel placement; Job placement; Organizing and conducting job fairs; Dissemination of advertising for others via an on-line communications network on the internet; Dissemination of advertising for others via the Internet; Dissemination of advertising, scheduling and managing of training courses and programs for others via a global computer network; On-line advertising and marketing services; On-line advertising on computer communication networks; Promoting the goods and services of others by distributing advertising materials through a variety of methods; Promoting the goods and services of others by preparing and placing advertisements in an electronic magazine accessed through a global computer network; Promoting, advertising and marketing of the on-line websites of others; Promotion, advertising and marketing of on-line websites; Providing a web site that enables users to post items for sale through on-line classified advertisements; Providing a web site which features advertisements for the goods and services of others on a global computer network; Providing space at a web site for the advertisement of the goods and services of others; Provision of advertising space by electronic means and global information networks; Rental of advertising space on web sites; Consulting services in the field of higher education administration; Education leadership development; Promoting public interest in education, recognition, career advancement, and leadership for elite managers and executives in corporations and professional service firms; Recruitment of students for higher education institutions

2. Non-U.S. Trademark Applications and Registrations

[Any?]

3. Unregistered Trademarks and Trade Names

THE CHRONICLE JOBS, COM

[Others?]

Schedule B

Domain Names

[Insert List]

1. chronicle.us.com	auth code: uda7358
2. thechroniclejobs.com	Auth code 2CJD29K7A746
3. thechroniclejobagency.com	Auth code 35ftm655mG68
4. careerschronicle.com	Auth code 7KPD865t3562
5. chronicle-careers-network.com	Auth code 7S2nwB843Q87
6. chronicle-careers-online.com	Auth code EVw4Dnh9BtCX
7. chronicle-hot-jobs.com	Auth code cH3hQ257uWp7
8. chronicle-job-agency.com	Auth code f9VXNhkww7d3
9. chronicle-job-network.com	Auth code E6FjK42KpnUE
10. chronicle-jobs-network.com	Auth code Une8NJES225v
11. chronicle-jobs-online.com	Auth code mtCWnH5AaE76
12. chronicle-network.com	Auth code 94wP8Qxm8Dnv
13. chronicle-of-education-jobs.com	Auth code 33DsnPed9vxb
14. chronicle-of-jobs.com	Auth code 3s3XPUF7W2W8
15. chronicle-online-jobs.com	Auth code u3EA92K2hRup
16. chronicle360.com	Auth code t6g5kFna74ss
17. chroniclecareersnetwork.com	Auth code 4DUk7u4hb3gh
18. chroniclecareersonline.com	Auth code 7Er5ntiiUS7D
19. chroniclehotjobs.com	Auth code TQ5n39ENTaq3
20. chroniclejobagency.com	Auth code w7588p6Kk2dJ
21. chroniclejobnetwork.com	Auth code H5g9up3R8KHD
22. chroniclejobsnetwork.com	Auth code Sr74H4XjCvv6
23. chroniclejobsonline.com	Auth code smK3UX9K6nM5
24. chroniclellc.com	Auth code fjMVQAW9wL97
25. chroniclennetwork.com	Auth code 7w53tKLwe9sH
26. chronicleofjobs.com	Auth code NmaP8A9d38BH
27. online-chronicle.com	Auth code 692Vb4p65bSx
28. the-chronicle-jobs.com	Auth code KLP2jk986NF9
29. the-chronicle-of-jobs.com	Auth code x6Kk86996u6A
30. the-chronicle-online.com	Auth code dcDdVvbw47gh
31. thechronicleofjobs.com	Auth code bffxcu8wXuA5