

**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>
National Center for Educational Achievement		01/22/2010	a non-profit corporation:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	ACT, Inc.		
<b>Street Address:</b>	500 ACT Drive		
<b>Internal Address:</b>	P.O. Box 168		
<b>City:</b>	Iowa City		
<b>State/Country:</b>	IOWA		
<b>Postal Code:</b>	52243-0168		
<b>Entity Type:</b>	a non-profit corporation:		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2343829	JUST FOR THE KIDS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(515)288-1338		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	515-288-3667		
<b>Email:</b>	patatty@ipmvs.com		
<b>Correspondent Name:</b>	McKee, Voorhees & Sease, PLC		
<b>Address Line 1:</b>	801 Grand Avenue, Suite 3200		
<b>Address Line 4:</b>	Des Moines, IOWA 50309-2721		
<b>NAME OF SUBMITTER:</b>	Christine Lebron-Dykeman		
<b>Signature:</b>	/Christine Lebron-Dykeman/		
<b>Date:</b>	01/27/2010		

**CH \$40.00 2343829**

Total Attachments: 1  
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ASSIGNMENT

This Agreement is made by and between National Center for Educational Achievement (f/k/a National Center for Educational Accountability, f/k/a NCEA Acquisition Corp.), a non-profit corporation organized under the laws of Texas ("Assignor") and ACT, Inc. a non-profit corporation organized under the laws of Iowa ("Assignee").

WHEREAS, Assignor, is the owner of the trademark JUST FOR THE KIDS (the "mark") and the corresponding registration for said mark, United States Patent and Trademark Office Registration No. 2,343,829 (the "Registration"); and

WHEREAS, Assignor wishes to assign to Assignee all right, title and interest in and to said Mark and the Registration that Assignor possesses, together with the goodwill of the business pertaining to said Mark; and

WHEREAS, Assignee is desirous of acquiring the entire right, title and interest in and to said Mark and Registration, together with the goodwill of the business pertaining to said Mark;

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assign unto Assignee all right, title and interest which Assignor has heretofore enjoyed pertaining to said Mark, together with the goodwill of the business pertaining to said Mark and the Registration thereof, the same to be held and enjoyed by Assignee, its successors and assigns, together with the right to sue for and collect for all claims for damages by reason of past infringement or other violation of any rights thereof.

National Center for Educational Achievement

ACT, Inc.

By: Richard L. Ferguson  
Richard L. Ferguson  
President

By: Richard L. Ferguson  
Richard L. Ferguson  
Chairman of the Board and CEO

Date: 1-22-10

Date: 1-22-10