

TRADEMARK ASSIGNMENT

Electronic 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
Bryan Cave LLP		01/20/2010	Limited Liability Partnership: MISSOURI
RECEIVING PARTY DATA			
Name:	American Express Marketing & Development Corp.		
Street Address:	200 Vesey Street		
Internal Address:	Attn: Dianne Cahill (014912)		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10285		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3607783	IP ZONE	
CORRESPONDENCE DATA			
Fax Number:	(623)707-2848		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	2126404588		
Email:	dianne.k.cahill@aexp.com		
Correspondent Name:	Dianne Cahill		
Address Line 1:	200 Vesey Street		
Address Line 2:	(014912)		
Address Line 4:	New York, NEW YORK 10285		
ATTORNEY DOCKET NUMBER:	IP ZONE -- 049-722-77		
NAME OF SUBMITTER:	Dianne K Cahill		
Signature:	/Dianne K Cahill/		

OP \$40.00 3607783

Date:

02/04/2010

Total Attachments: 2

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ASSIGNMENT OF TRADEMARKS

THIS ASSIGNMENT OF TRADEMARKS ("Assignment"), effective as of the ^{20th} day of January, 2010 ("Effective Date"), is from BRYAN CAVE LLP among others, John I. Alber, Christine Ceasre, Robert T. Ebert, Jr., Stuart Gordon, Don G. Lents, Michael B. McKinnis, Rodney R. Page, Alan S. Pearce, Steven H. Sunshine, Frank P. Wolff, Jr., and David A. Roodman, a Missouri limited liability partnership having a principal place of business at 211 North Broadway, Ste 3600, St. Louis, Missouri 63102 ("Assignor"), to AMERICAN EXPRESS MARKETING & DEVELOPMENT CORP., a Delaware corporation, having its principal offices at 200 Vesey Street, New York, New York 10285 ("Assignee").

WHEREAS, Assignor is the owner of the right, title, and interest in and to the "IP ZONE" trademark (the "Mark"), including, but not limited to, the United States trademark registration for IP ZONE, Registration No. 3607783 and goodwill associated therewith; and

WHEREAS, Assignee desires to acquire the Mark, and the goodwill of the business with which the Mark is used and which is symbolized by the Mark, and Assignor desires to assign its rights in the Mark and such goodwill to Assignee; and

WHEREAS, simultaneous with the execution of this Assignment, Assignor and Assignee are entering into a Trademark License Agreement, pursuant to which Assignee will grant to Assignor a perpetual right and license to use the Mark solely in connection with "providing interactive classes and training regarding intellectual property, legal research, legal resources and legal services; providing information in the field of intellectual property training, and intellectual property consultation, namely, providing analytical processes, methods, decision trees and information in the fields of legal decision making."

NOW THEREFORE, in consideration of the sum of One Dollar (\$1.00) or equivalent and other good and valuable consideration paid to it, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all of Assignor's right, title and interest, whether statutory or common law rights, in and to the Mark throughout the world, including but not limited to U.S. Reg. No. 3607783, together with the goodwill of the business symbolized by the Mark, and all of Assignor's rights therein, including all rights to bring all claims, demands and causes for action, both at law and in equity, for any infringement of the Mark occurring prior to or after the date hereof, and all remedies with respect thereto, and rights to collect any damage awards, proceeds, or royalties with respect thereto.

Assignor agrees to execute and deliver at the request of Assignee all papers, instruments, and assignments, and to perform any other reasonable acts, including approvals for the transfer of any domain names, Assignee may require in order to vest all Assignor's right, title, and interest in and to the Mark in Assignee and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by Assignee, to the extent such evidence is in the possession or control of Assignor.

Upon reasonable request by Assignee, Assignor will execute additional documents and take other action as may be necessary or desirable to record or memorialize the assignment of the Mark set forth herein, and to vest in Assignee such right, title, and interest in and to the Mark as granted to Assignee.

The parties hereby agree this Assignment shall be governed by and construed in accordance with the laws of the State of New York without giving effect to the principles of conflicts of law thereof.

This Assignment shall be binding upon, and shall inure to the benefit of, the parties hereto and their respective successors and assigns, and may be executed in two or more counterparts, each of which shall be deemed an original, and it shall not be necessary in making proof of this Assignment to produce or account for more than one set of counterparts signed by all of the parties.

No waiver, modification or change of any of the provisions of this Assignment shall be valid unless in writing and signed by the party against whom such claimed waiver, modification or change is sought to be enforced.

IN WITNESS WHEREOF, the undersigned, being duly authorized and acting on behalf of Assignor and Assignee hereby execute this Assignment to take effect on the Effective Date.

ASSIGNOR:

BRYAN CAVE LLP

BY: John I. Alber

NAME: John I. Alber

TITLE: Partner

DATE: 1-20-10

Sworn to before me this 20th
of January, 2010

Deborah Biver
Notary Public

