

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
Ingram Book Group Inc.		01/01/2009	CORPORATION: TENNESSEE
RECEIVING PARTY DATA			
Name:	Ingram Industries Inc.		
Street Address:	4400 Harding Road		
City:	Nashville		
State/Country:	TENNESSEE		
Postal Code:	37205		
Entity Type:	CORPORATION: TENNESSEE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2323326	SA	
CORRESPONDENCE DATA			
Fax Number:	(615)242-2221		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	615-242-2400		
Email:	icw@iplawgroup.com		
Correspondent Name:	I. C. Waddey, Jr.		
Address Line 1:	1600 Division Street		
Address Line 2:	Ste. 500		
Address Line 4:	Nashville, TENNESSEE 37203		
ATTORNEY DOCKET NUMBER:	3394_002		
NAME OF SUBMITTER:	I. C. Waddey		
Signature:	/I.C. Waddey, Jr./		
Date:	02/22/2010		

CH \$40.00 2323326

Total Attachments: 1

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ASSIGNMENT

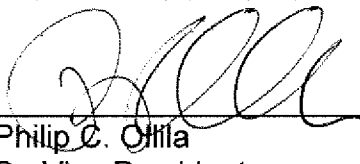
WHEREAS, **Ingram Book Group Inc.**, a corporation registered in the state of Tennessee, whose full post office address is One Ingram Boulevard, LaVergne, Tennessee 37086 U.S.A. is the owner of the registered service mark "SA & DESIGN" under registration number 2,323,326 issued on February 29, 2000 for use in conjunction with wholesale distributorship services featuring books, recorded videos, audio and music videos and cassettes, cards, and a variety of gifts, in Class 35;

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 registered service mark "SA & DESIGN" under registration number 2,323,326 issued on February 29, 2000, 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 registered service mark registration number 2,323,326 together with the goodwill of the business as symbolized by the said service mark herein assigned.

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

INGRAM BOOK GROUP INC.



Philip C. Offila
Sr. Vice President