

**TRADEMARK ASSIGNMENT**

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<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>
Becton Loveless		04/29/2010	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Lead2 Sweden AB		
<b>Street Address:</b>	Ringvagen 52, Box 38107		
<b>City:</b>	Stockholm		
<b>State/Country:</b>	SWEDEN		
<b>Postal Code:</b>	SE-100 64		
<b>Entity Type:</b>	CORPORATION: SWEDEN		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3297524	EDUCATIONATLAS.COM	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(801)566-0750		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	801-566-6633		
<b>Email:</b>	halterman@tnw.com		
<b>Correspondent Name:</b>	Steve M. Perry		
<b>Address Line 1:</b>	P. O. Box 1219		
<b>Address Line 4:</b>	Sandy, UTAH 84091-1219		
<b>ATTORNEY DOCKET NUMBER:</b>	01942-25794.SM LOVELESS		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>			
<b>Address Line 1:</b>			
<b>Address Line 2:</b>			
<b>Address Line 3:</b>			

OP \$40.00 3297524

Address Line 4:

NAME OF SUBMITTER:

Steve M. Perry

Signature:

/Steve M. Perry/

Date:

04/30/2010

Total Attachments: 2

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WHEN RECORDED RETURN TO:  
Steve M. Perry  
THORPE NORTH & WESTERN, LLP  
P.O. BOX 1219  
SANDY, UTAH 84091-1219

Attorney Docket No.: 01942-25794.SM

## ASSIGNMENT

WHEREAS, Becton Loveless, (hereinafter referred to as "ASSIGNOR"), a citizen of the United States of America, having a principal address at 599 South 500 East, Suite 200, American Fork, Utah 84003, is the owner of all right, title, and interest in and to the trademark EDUCATIONATLAS.COM (hereinafter referred to as the "Mark") which is filed with the U.S. Patent and Trademark Office under Serial No. 78/841,529 having a filing date of 3/20/2006 and registered as Trademark No. 3,297,524 on 9/25/2007 (hereinafter referred to as the "trademark registration"); and

WHEREAS, Lead2 Sweden AB, (hereinafter referred to as "ASSIGNEE"), a corporation duly organized and existing under the laws of Sweden, having a principal business office at Ringvägen 52, Box 38107, SE-100 64 Stockholm, Sweden, is desirous of acquiring all right, title and interest in and to the Mark held by ASSIGNOR and the above-identified trademark registration;

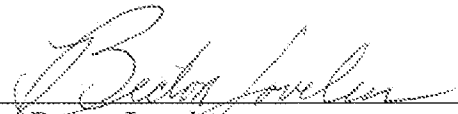
NOW, THEREFORE, in consideration of one dollar (\$1.00) and other good and valuable consideration paid to the ASSIGNOR by the ASSIGNEE, the receipt and sufficiency of which is hereby acknowledged, THE ASSIGNOR HEREBY ASSIGNS TO THE ASSIGNEE any and all right, title and interest which it may hold in and to the Mark, the above-identified trademark registration, together with the goodwill of the business symbolized by and associated with the Mark.

The ASSIGNOR hereby authorizes and requests the United States Commissioner of Patents and Trademarks to issue any and all certificates of registration of the Mark to the ASSIGNEE as the owner of the entire interest of said Mark, for the sole use and benefit of the said ASSIGNEE, its

successors, assigns and legal representatives.

This Assignment and Agreement shall be binding upon any and all successors of the  
ASSIGNOR.

EFFECTIVE as of this 29 day of April, 2010.

  
By: Becton Loveless