

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
Prime National Publishing Corporation		03/13/2006	CORPORATION: MASSACHUSETTS
RECEIVING PARTY DATA			
Name:	SAGE Publications, Inc.		
Street Address:	2455 Teller Road		
City:	Thousand Oaks		
State/Country:	CALIFORNIA		
Postal Code:	91320		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	76619655	AMERICAN JOURNAL OF ALZHEIMER'S DISEASE AND OTHER DEMENTIAS	
CORRESPONDENCE DATA			
Fax Number:	(310)820-5988		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	3102073800		
Email:	dax_alvarez@bstz.com		
Correspondent Name:	Dax Alvarez		
Address Line 1:	12400 Wilshire Blvd		
Address Line 2:	7th Floor		
Address Line 4:	Los Angeles, CALIFORNIA 90025		
ATTORNEY DOCKET NUMBER:	2252.T073		
NAME OF SUBMITTER:	Dax Alvarez		

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Signature:	/dax alvarez/
Date:	08/17/2010
Total Attachments: 5 source=Assignment#page1.tif source=Assignment#page2.tif source=Assignment#page3.tif source=Assignment#page4.tif source=Assignment#page5.tif	

EXHIBIT B

ASSIGNMENT OF TRADEMARKS

ASSIGNMENT made as of the 13th day of March 2006, between **PRIME NATIONAL PUBLISHING CORPORATION**, a Massachusetts corporation, with offices at 470 Boston Post Road, Weston Massachusetts 02493 ("Assignor") to **SAGE PUBLICATIONS, INC.**, a Delaware corporation, with offices at 2455 Teller Road, Thousand Oaks, California 91320 ("Assignee").

WHEREAS, Assignor is the owner of two Journals and certain rights and tangible and intangible property pertaining thereto (the "Journals"), and has used on, and in connection with the business of, the Journals the following titles and trademarks:

"AMERICAN JOURNAL OF HOSPICE & PALLIATIVE MEDICINE", and the

"AMERICAN JOURNAL OF ALZHEIMER'S DISEASE & OTHER DEMENTIAS"

and for each a particular cover trade dress, and those marks set forth on the attached Schedule A, and such other trademarks, trade names, service marks, logos, slogans, and designs used on or associated exclusively with the Journals, registered and unregistered, throughout the world (the "Trademarks"); and

WHEREAS, Assignee, in connection with acquiring all of Assignor's rights and tangible and intangible property pertaining to the Journals, desires to acquire all of the rights, title, and interest that Assignor may have in and to the Trademarks, registered and unregistered, and any registrations or applications for registration therefor, together with the goodwill of the business in connection with which the Trademarks are used and which is symbolized by the Trademarks, and the right to recover damages and profits for past infringements thereof.

NOW, THEREFORE, in consideration of One Dollar (\$1.00) and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns unto Assignee, its legal representatives, successors, and assigns, all of Assignor's rights, title, and interest in and to the Trademarks, registered and unregistered, and any registrations and applications for registration therefor, for the United States and throughout the world together with the goodwill of the business in connection with which the Trademarks are used and which is symbolized by the Trademarks, and the right to recover damages and profits for past infringements thereof.

Assignor shall, upon the request of Assignee, execute and deliver all papers, instruments, and assignments, and perform any other reasonable acts Assignee may require in order to vest all Assignor's rights, title, and interest in and to the Trademarks in the Assignee and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by the Assignee, to the extent such evidence is in the possession or control of Assignor.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed by its duly authorized officer and delivered as of the date hereof.

PRIME NATIONAL PUBLISHING CORPORATION

By: Eileen Devito

Name: Eileen F. Devito

Title: President

Acknowledgment

STATE OF Massachusetts)
) ss.:
COUNTY OF Middlesex)


On the 13 day of March 2006, before me, Martha-Lynne Linnehan personally appeared Steven F. DeVito, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument, and who did acknowledge to me that (s)he executed the same in his/her authorized capacity, and that by his/her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.

[Signature]

Notary Public

My Commission Expires: March 17, 2011

(Seal)  **MARTHA-LYNNE LINNEHAN**
Notary Public
Commonwealth of Massachusetts
My Commission Expires
March 17, 2011

Schedule A
Titles (page 1 of 3)

Title (Product Name)	Author(s)	Category	Copyrig ht	Retail		Pub Status
				Price	ISBN Number	
1 A New View of ADHD: Success Strategies for Teaching the Impulsive Learner	Eric Jensen	Books	2003	\$14.00	1-890460-23-0	Published
2 Action-Packed Classrooms: Movement Strategies to Invigorate K-5 Learners	Cathie Summerford	Books	2005	\$32.00	1-890460-45-1	Published
3 Brain Compatible Strategies – 2 nd Edition	Eric Jensen	Books	2004	\$21.00	1-890460-41-9	Published
4 Brain-Based Learning – Revised Edition	Eric Jensen	Books	2000	\$32.00	1-890460-05-2	Published
5 Classroom Activators: 64 Novel Ways to Energize Learners	Jerry Evanski, EdD, Foreword By Eric Jensen	Books	2004	\$14.00	1-890460-40-0	Published
6 Cognitive Nourishment: Life-Changing Affirmations for the Savvy Teacher	Louise A. Chickie-Wolfe, PhD	Books	2005	\$12.00	1-890460-44-3	Published
7 Completing The Puzzle	Eric Jensen	Books	1996	\$22.00	0-9637832-5-4	Published
8 Different Brains, Different Learners	Eric Jensen	Books	2000	\$35.00	1-890460-08-7	Published
9 Environments For Learning	Eric Jensen	Books	2003	\$14.00	1-890460-24-9	Published
10 Introduction To Brain Compatible Learning	Eric Jensen	Books	1998	\$21.00	1-890460-00-1	Published
11 Joyful Fluency: Brain-Compatible Second Language Acquisition	Lynn Freeman Dhority with Eric Jensen	Books	1998	\$35.00	1-890460-01-X	Published
12 Learning Smarter: The New Science of Teaching	Eric Jensen with Michael Dabney	Books	2000	\$25.00	1-890460-09-5	Published
13 Learning with the Body in Mind: The Scientific Basis for Energizers, Movement, Play, Games, and Physical Education	Eric Jensen	Books	2000	\$27.00	1-890460-07-9	Published
14 Making Learning Come Alive: Interactive Experiences for the Secondary Classroom	David Smokler	Books	2005	\$24.00	1-890460-46-X	Published
15 Math Maps (& Map Tables)	Geoff Peterson	Books				Published
16 Music with the Brain in Mind	Eric Jensen	Books	2000	\$25.00	1-890460-06-0	Published
17 Secrets of the Teenage Brain: Research-Based Strategies for Reaching & Teaching Today's Adolescents	Sheryl Feinstein, EdD, foreword by Eric Jensen	Books	2004	\$24.00	1-890460-42-7	Published
18 Sensorcises: Active Enrichment of the Out-of-Step Learner	Laurie Glazener, Foreword by Eric Jensen	Books	2004	\$24.00	1-890460-39-7	Published
19 Sizzle & Substance: Presenting with the Brain in Mind	Eric Jensen	Books	1998	\$34.00	0-9637832-9-7	Published
20 Super Teaching	Eric Jensen	Books	1998	\$35.00	1-890460-02-8	Published

Schedule A
Titles (page 2 of 3)

Title (Product Name)	Author(s)	Category	Copyrig ht	Retail		Pub Status
				Price	ISBN Number	
21 The Great Memory Book	Karen Markowitz, MA and Eric Jensen	Books	1999	\$15.00	1-890460-04-4	Published
22 Tools for Engagement: Managing Emotional States for Learner Success	Eric Jensen	Books	2003	\$32.00	1-890460-38-9	Published
23 Top Tunes for Teaching: 977 Song Titles & Practical Tools for Choosing the Right Music Every Time	Eric Jensen	Books	2005	\$19.00	1-890460-43-5	Published
24 Train Smart: Perfect Trainings Every Time	Rich Allen, PhD	Books	2001	\$25.00	1-890460-10-9	Published
25 Trainer's Bonanza: Over 1000 Fabulous Tips & Tools	Eric Jensen	Books	1998	\$19.00	1-890460-03-6	Published
26 Visual Impact Visual Teaching: Using Images to Strengthen Learning	Tom Gangwer	Books	2005	\$32.00	1-890460-47-8	Published
27 Write Brain Write: Proven Success Tools for Developing the Writer in Every Student	Anne Hanson	Books	2002	\$25.00	1-890460-11-7	Published
28 Brain Friendly Study Skills	Janice Utter and Amy Schwed	Books	NYP			In Progress (Manuscript in Progress)
29 Deeper Learning	Eric Jensen & LeAnn Nickelsen	Books	NYP			In Progress (Manuscript in Progress)
30 Developing Creative Kids in a Standardized World: Unleashing Expression in the Secondary Classroom	Kathryn Housepian	Books	NYP			In Progress (Manuscript in Progress)
31 Discovering Strengths for Early School Success	Ann Maccagnano	Books	NYP			In Progress (Manuscript in Progress)
32 Exercise the Body, Energize the Mind: Physical Fitness Equals Cognitive Fitness	Laurie Glazener	Books	2005	\$29.00		In Progress (Manuscript in Progress)
33 Humor in the Classroom	Mary Kay Morrison	Books	NYP			In Progress (Manuscript in Progress)
34 The Big Ideas (Unleashing the Potential of the Teenage Brain: 10 Big Ideas)	Barry Corbin	Books	NYP			In Progress (Manuscript in Progress)

Schedule A
Titles (page 3 of 3)

Title (Product Name)	Author(s)	Category	Copyrig ht	Retail Price	ISBN Number	Pub Status
35 40 Best Brain-Compatible Ideas	Mike Scaddan	Books	NYP			In Progress (In Production)
36 Jump-Start the Adult Learner: Smarter Strategies for Better Teaching	Laurie Materna	Books	2005	\$25.00	1-890460-51-6	In Progress (In Production)
37 Multiethnic Creativity (Turning Frustration into Assets: How to Ignite Ethnic Creativity)	C. Michael Dabney	Books	NYP			In Progress (In Production)
38 Pick and Plan: 100 Brain- Compatible Strategies for Lesson Design	Brenda Utter	Books	2005	\$24.00	1-890460-50-8	In Progress (In Production)
39 The Engaged Brain	Raleigh Philp	Books	2005	\$29.00	1-890460-49-4	In Progress (In Production)
40 Classroom Activators Vol. 2	Jerry Evanski	Books	NYP			In Progress (Contracting Process)
41 Another World (CD)	Harry Pickens	CD Rom	2002	\$15.00	1-890460-21-4	Published
42 Energizers To Go! Super-Charge Your Training Sessions!	Eric Jensen	CD Rom	2003	\$15.00	1-890460-22-2	Published
43 Peace & Quiet: Calm Your Classroom (CD)	Harry Pickens	CD Rom	2002	\$15.00	1-890460-13-3	Published
44 Transitions to Go! Getting Things Done! (CD)	Eric Jensen	CD Rom	2002	\$15.00	1-890460-15-X	Published
45 Ultimate Variety CD	Eric Jensen	CD Rom				Published
46 Wake Up! the Brain (CD)	Eric Jensen	CD Rom	2003	\$15.00	1-890460-35-4	Published
47 Wake Up! the Brain: High-Energy Music for The Young at Heart (CD)	Eric Jensen	CD Rom	2003	\$15.00	1-890460-36-2	Published
48 Train Smart: Perfect Trainings Every Time (A Complete Audio Workshop)	Richard Allen	CD Rom	2002			
49 7 Amazing Discoveries: Practical Applications of New Brain Research (DVD)	Eric Jensen	DVD	NYP			In Progress (In Production)
50 Brain Mania! 50 Great Brains (pictures of the brain - CD Rom with no presenter guide)	Eric Jensen	<i>Kit CD Rom</i>	none	\$65.00	1-890460-20-6	Published
<i>Attention Deficit Disorder (CD Only- Not for Indiv. Sale)</i>		<i>Kit CD Rom</i>				
<i>How the Student Brain Learns (CD Only-Not for Indiv. Sale)</i>		<i>Kit CD Rom</i>				
<i>Memory & Recall Made Fun (CD Only-Not for Indiv. Sale)</i>		<i>Kit CD Rom</i>				
51 Attention Deficit Disorder (CD Kit)	Eric Jensen	Kits	2002	\$69.00	1-890460-16-8	Published
52 Discipline Solutions and the Student Brain-Presenter Guides (CD Kit)	Eric Jensen	Kits	2002	\$15.00	1-890460-19-2	Published
53 How the Student Brain Learns (CD Kit)	Eric Jensen	Kits	2002	\$65.00	1-890460-18-4	Published
54 Memory & Recall Made Fun (CD Kit)	Eric Jensen	Kits	2002	\$69.00	1-890460-17-6	Published
55 Bright Brain (2-Videos)	Eric Jensen & Lyelle Palmer	Video				Published

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