

**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>
BS&K Holding Company, LLC		01/17/2011	LIMITED LIABILITY COMPANY: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	JumpForward, LLC		
<b>Street Address:</b>	112 S. Sangamon Street		
<b>Internal Address:</b>	2nd Floor		
<b>City:</b>	Chicago		
<b>State/Country:</b>	ILLINOIS		
<b>Postal Code:</b>	60607		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	77677353	COMPLIANCE TOOLBOX	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(315)218-8748		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	3152188515		
<b>Email:</b>	bskpto@bsk.com		
<b>Correspondent Name:</b>	George R. McGuire		
<b>Address Line 1:</b>	One Lincoln Center		
<b>Address Line 4:</b>	Syracuse, NEW YORK 13202		
<b>ATTORNEY DOCKET NUMBER:</b>	438T2635 - 305371		
<b>NAME OF SUBMITTER:</b>	George R. McGuire		
<b>Signature:</b>	/george r. mcguire/		

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**TRADEMARK**  
 REEL: 004456 FRAME: 0796

Date:

01/20/2011

Total Attachments: 1

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**TRADEMARK ASSIGNMENT**

**WHEREAS**, BS&K Holding Company, LLC, a limited liability company legally organized under the laws of New York, and having a business address at One Lincoln Center, Syracuse, New York 13202 ("Assignor"), owns and has a *bona fide* intent to use the Mark COMPLIANCE TOOLBOX ("the Mark") in connection with the following goods and/or services: providing temporary use of on-line non-downloadable software for use by colleges and universities in maintaining compliance with the regulations of a college athletic association; and

**WHEREAS**, Assignor has applied to register the Mark on the Principal Register of the United States Patent and Trademark Office based on the Assignor's *bona fide* intent to use the mark in commerce in connection with the above-described goods and/or services, Application Serial No. 77/677,353 filed on February 24, 2009; and

**WHEREAS**, JumpForward, LLC, a limited liability company legally organized under the laws of Delaware and having an address of 112 S. Sangamon Street, 2nd Floor, Chicago, Illinois 60607 ("Assignee"), desires to acquire the business of Assignor in connection with which Assignor has a *bona fide* intent to use the Mark and the pending Application;

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby sell, assign and transfer to Assignee all right, title and interest in and to the Mark and the pending Application therefore, together with that portion of Assignor's business in connection with which it has a *bona fide* intent to use the Mark.

**BS&K Holding Company, LLC**

Date: January 17, 2011

By: Richard D. Hole  
Richard D. Hole

Title: Member

STATE OF NEW YORK            )  
                                          ) ss.:  
COUNTY OF ONONDAGA        )

On the 17th day of January in the year 2011 before me, the undersigned, a notary public in and for said State, personally appeared Richard D. Hole, personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his capacity, and that by his signature on the instrument, the individual or the person upon behalf of which the individual acted, executed this instrument.

Laure M. Ritter  
Notary Public

LAURE M. RITTER  
Notary Public, State of New York  
Qualified in Madison Co. No. 4884308  
Commission Expires January 26, 2015

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