TRADEMARK ASSIGNMENT

Electronic Version v1.1
Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
ABC MERGE CO.		08/10/2001	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	The Advisory Board Company
Street Address:	2445 M Street, NW
City:	Washington
State/Country:	DISTRICT OF COLUMBIA
Postal Code:	20037
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 11

Property Type	Number	Word Mark
Registration Number:	2106489	THE ADVISORY BOARD
Registration Number:	2106050	THE ADVISORY BOARD
Registration Number:	3024937	THE ADVISORY BOARD TH:2
Registration Number:	2699618	THE ADVISORY BOARD TH:2
Registration Number:	2029400	THE HEALTH CARE INDUSTRY COMMITTEE
Registration Number:	2029405	THE HEALTH CARE INDUSTRY COMMITTEE
Registration Number:	2486271	H*WORKS
Registration Number:	2029404	COUNCIL OF INTERNATIONAL HOSPITALS
Registration Number:	2029402	COUNCIL OF INTERNATIONAL HOSPITALS
Registration Number:	2082626	HEALTH CARE ADVISORY BOARD
Registration Number:	2106490	HEALTH CARE ADVISORY BOARD

OP $290.00 2106489

CORRESPONDENCE DATA

Fax Number: (612)332-9081
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone:	612.332.5300
Email:	lstrom@merchantgould.com
Correspondent Name:	Merchant & Gould P.C.
Address Line 1:	P.O. Box 2910
Address Line 4:	Minneapolis, MINNESOTA 55402-0910

ATTORNEY DOCKET NUMBER:	16608.00000001
NAME OF SUBMITTER:	Christopher J. Schulte
Signature:	/Christopher J.Schulte/
Date:	01/26/2011

Total Attachments: 0

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