

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
Midwest College Marketing Group, Inc.			02/04/2011
			CORPORATION: MICHIGAN
RECEIVING PARTY DATA			
Name:	EBSCO Industries, Inc.		
Street Address:	5724 Highway 280 E		
Internal Address:	Finance/Legal Services		
City:	Birmingham		
State/Country:	ALABAMA		
Postal Code:	35242		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3558694	EVERYTHING IS CONNECTED	
CORRESPONDENCE DATA			
Fax Number:	(205)981-4046		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	205-408-4895		
Email:	wdimon@ebSCO.com		
Correspondent Name:	Wanda Dimon		
Address Line 1:	5724 Highway 280 E		
Address Line 2:	Finance/Legal Services		
Address Line 4:	Birmingham, ALABAMA 35242		
NAME OF SUBMITTER:		J. David Walker	
Signature:		/j david walker/	
Date:		02/07/2011	

OP \$40.00 3558694

Total Attachments: 3

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ASSIGNMENT OF INTELLECTUAL PROPERTY

WHEREAS, Midwest College Marketing Group, Inc. a/k/a MCM Group, Inc., a corporation formed under the laws of the state of Michigan ("Assignor") has adopted and used the trademarks, domains and copyrights which include the subject of the U.S. Trademark Registrations and U.S. Copyright Registrations listed on Schedule A (the "Intellectual Property").

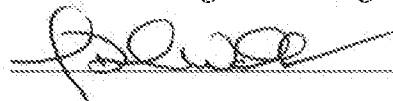
WHEREAS, EBSCO Industries Inc., ("Assignee") a corporation formed under the laws of the state of Delaware with a principal place of business at 5724 Hwy 280 East, Birmingham Alabama 35242, USA, is desirous of acquiring the Intellectual Property and the corresponding registrations and goodwill of the business symbolized by the Intellectual Property.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, Assignor does hereby sell, assign and transfer unto Assignee, for its own use and enjoyment and for the use and enjoyment of its successors and assigns, ASSIGNOR's entire worldwide rights, title and interest in and to the Intellectual Property and any renewals thereof, together with the goodwill of the business symbolized thereby or otherwise associated with the business conducted in connection with the Intellectual Property, and all income, royalties, damages and payments which may hereafter become due or payable in respect thereof, and in and to all causes of actions (either at law or in equity) and the right to sue, counterclaim and recover for past, present and future infringement, dilution or other unauthorized use or impairment of the rights assigned to ASSIGNEE under this Assignment of Intellectual Property.

IN WITNESS WHEREOF, ASSIGNOR has caused this Assignment of Intellectual Property to be executed by its duly authorized officer on the 7 day of February, 2011.

Midwest College Marketing Group, Inc.

By: _____



**SCHEDULE A
Intellectual Property**

Everything is Connected
US Trademark Registration 3,558,694
Registered January 6, 2009

12" Traditional Bear
US Copyright Registration VA0001301680
Registered February 5, 2005

Internet Domain Names:

www.mcmgroup.net
www.chelseateddybear.com
www.carolinasewnproducts.com