

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
Academy Association, Inc.		04/01/2011	CORPORATION: NORTH CAROLINA
RECEIVING PARTY DATA			
Name:	BCC Research, LLC		
Street Address:	PO Box 12038		
City:	Durham		
State/Country:	NORTH CAROLINA		
Postal Code:	27709		
Entity Type:	LIMITED LIABILITY COMPANY: NORTH CAROLINA		
PROPERTY NUMBERS Total: 12			
Property Type	Number	Word Mark	
Registration Number:	1950333	BATTERY & EV TECHNOLOGY	
Registration Number:	1694352	FRN FLAME RETARDANCY NEWS	
Registration Number:	1914866	FIN FOOD INGREDIENT NEWS	
Registration Number:	1931035	MEMBRANE & SEPARATION TECHNOLOGY NEWS	
Registration Number:	3182680	BCC, INC.	
Registration Number:	1402123	BCC	
Registration Number:	1929433	WORKING SMARTER	
Registration Number:	2323071	WORKING SMARTER	
Registration Number:	2778836	CUSTOMERS FIRST	
Registration Number:	2004817	A TEAM OF EAGLES	
Registration Number:	3364661	ENERGY	
Registration Number:	3347826	NANOPARTICLE NEWS	
CORRESPONDENCE DATA			

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**TRADEMARK
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Fax Number: (919)829-9696
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 9198294309
Email: tmgroup@hutchlaw.com
Correspondent Name: Devon E. White, Hutchison Law Group
Address Line 1: 5410 Trinity Road
Address Line 2: Suite 400
Address Line 4: Raleigh, NORTH CAROLINA 27607

ATTORNEY DOCKET NUMBER:	ACAD.21000
NAME OF SUBMITTER:	Devon E. White
Signature:	/dew/
Date:	06/30/2011

Total Attachments: 4
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**ASSIGNMENT OF TRADEMARKS, SERVICE MARKS AND ACCOMPANYING
APPLICATIONS, REGISTRATIONS AND GOODWILL**

April 1, 2011

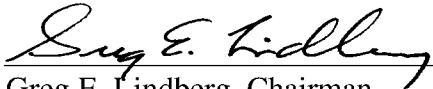
Effective as of the date set forth above (the “**Effective Date**”), for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Academy Association, Inc., a North Carolina Corporation (“**Assignor**”), does hereby sell, assign, transfer and set over to BCC Research, LLC, a North Carolina Limited Liability Company (“**Assignee**”) all of Assignor’s worldwide rights, title and interest in and to the trademarks and service marks listed on **Exhibit A** attached hereto (collectively, the “**Marks**”) and the applications and registrations therefor, any renewals or extensions of such applications and registrations, and all rights therein and thereto in any country or locality worldwide, together with the goodwill of the business in connection with which the Marks are used and which is symbolized by the Marks and the resulting right to recover damages and profits for past, present, or future infringements or unauthorized uses thereof, with the right to sue for and collect the same for its own use and enjoyment, and for the use and enjoyment of its successors, assigns, or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this assignment had not been made.

Assignor agrees to execute and deliver at the request of Assignee, any papers, instruments and assignments reasonably necessary to vest in Assignee all of Assignor’s right, title and interest in and to the Marks and the applications and registrations therefor and/or to provide evidence to support such assignment in the event such evidence is reasonably necessary and to the extent such evidence is in the possession or control of Assignor.

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IN WITNESS WHEREOF, the undersigned have executed this Assignment of Trademarks, Service Marks and Accompanying Applications, Registrations and Goodwill as of the date first set forth above.

ACADEMY ASSOCIATION, INC.

By: 
Greg E. Lindberg, Chairman

BCC RESEARCH, LLC

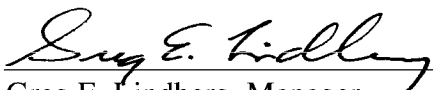
By: 
Greg E. Lindberg, Manager

EXHIBIT A

Mark	Serial No.	Reg. No.	Reg. Date	Goods/Services
BATTERY & EV TECHNOLOGY (and design)	74/545315	1,950,333	01/23/1996	Newsletter
FRN FLAME RETARDANCEY NEWS (and design)	74/183,725	1,694,352	06/16/1992	Newsletter
FIN FOOD INGREDIENT NEWS (and design)	74/545,304	1,914,866	08/29/1995	Newsletter featuring food ingredient products, patents and industry trends
MEMBRANE & SEPARATION TECHNOLOGY NEWS (and design)	74/545,314	1,931,035	10/31/1995	Newsletter featuring articles on membrane technology developments and business
BCC, INC.	78/605,854	3,182,680	12/12/2006	Magazines, reports and newsletters pertaining to the fields of engineering, chemistry, materials, electronics, communications, energy, packaging, marketing, foods, beverages, retailing, biotechnology and banking
BCC (and design)	73/573,405	1,402,123	07/22/1986	Magazines, reports and newsletters pertaining to the fields of engineering, chemistry, materials, electronics, communications, energy, packaging, marketing, foods, beverages, retailing, biotechnology and banking
WORKING SMARTER	74/543,293	1,929,433	10/24/1995	Periodically issued newsletter related to computer software
WORKING SMARTER	75/475,482	2,323,071	02/29/2000	Computer software, namely, electronic information for use in training employees in the use of file management Computer services, namely, providing on-line newsletters in the computer field
CUSTOMERS FIRST	75/677,704	2,778,836	11/04/2003	Newsletters on the subject of customer service relations, techniques and advice
A TEAM OF EAGLES	74/545,864	2,004,817	10/01/1996	Prerecorded video tapes featuring motivational information
ENERGY	77/139,276	3,364,661	01/08/2008	Printed and electronically delivered magazines featuring topics of general interest to the petroleum, gas, electricity, coal, nuclear power, wind power, solar power, and alternative fuel production, supply, and delivery industries

NANOPARTICLE NEWS	77/140,538	3,347,826	12/04/2007	Newsletter featuring current information on research, development, production and use of nanoparticle materials in industry as well as current information on the nanoparticle industry
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