

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
Vance Publishing Corporation		02/09/2011	CORPORATION:
RECEIVING PARTY DATA			
Name:	Better Click Media, LLC		
Street Address:	917 W. Washington Blvd.		
Internal Address:	Suite 164		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60607		
Entity Type:	LIMITED LIABILITY COMPANY: UNITED STATES		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	0336722		
CORRESPONDENCE DATA			
Fax Number:	(888)637-3740		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312-725-8111		
Email:	mike@betterclickmedia.com		
Correspondent Name:	Michael Funk		
Address Line 1:	917 W. Washington Blvd.		
Address Line 2:	Suite 164		
Address Line 4:	Chicago, ILLINOIS 60607		
NAME OF SUBMITTER:	Michael J. Funk		
Signature:	/Michael J Funk/		
Date:	08/08/2011		
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TRADEMARK ASSIGNMENT AGREEMENT

WHEREAS, Vance Publishing Corporation, a New York corporation having a place of business at 400 Knightsbridge Parkway, Lincolnshire, Illinois 60069 ("Assignor"), has adopted and used in its business and is the sole and exclusive owner of each of the trademarks listed in Schedule 1 attached hereto and incorporated herein by reference, all of which trademarks are registered or applied for in the United States Patent and Trademark Office under the registration or application numbers listed in Schedule 1 (all of such trademarks, registrations and applications for registration are herein referred to as the "Trademarks");

WHEREAS, Better Click Media, LLC, a Delaware limited liability company, having a place of business at 917 W. Washington Blvd., Suite 164, Chicago, Illinois 60607 ("Assignee"), desires to acquire the entire right, title and interest in and to each of the Trademarks;

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged by Assignor, Assignor does hereby sell, transfer, convey, assign and deliver to Assignee all of Assignor's right, title and interest in and to the Trademarks, together with the goodwill associated with or symbolized by said Trademarks.

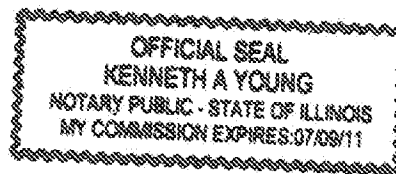
This Trademark Assignment Agreement shall inure to the benefit of and be binding upon Assignee and Assignor and their respective successors and assigns.

IN WITNESS WHEREOF, Assignor has caused its duly authorized representative to execute this Trademark Assignment Agreement as of this 9th day of February, 2011.

VANCE PUBLISHING CORPORATION

By: William C. Vance
Name: William C. Vance
Title: Chairman of the Board

SUBSCRIBED and SWORN to this
9th day of February, 2011.



[Signature]
Notary Public

**Schedule 1
to Trademark Assignment Agreement**

U.S. Trademark Registrations and Applications Therefor

Name	Owner	Class / Goods	Registration	Expiration
Beauty School Advisor	Vance Publishing Corporation	41 Int.: Providing online information about educational programs in the field of beauty; career counseling, namely, career development advice for beauty professionals	77/336722	May 6, 2018