

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
Student of Fortune, Inc.		08/11/2011	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Chegg, Inc.		
Street Address:	2350 Mission College Blvd.		
Internal Address:	Suite 1400		
City:	Santa Clara		
State/Country:	CALIFORNIA		
Postal Code:	95054		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	3255457	STUDENTOFFORTUNE	
Registration Number:	3944058	STUDENT OF FORTUNE	
Serial Number:	77825074	SOURCESALE	
CORRESPONDENCE DATA			
Fax Number:	(312)201-2555		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	3122012000		
Email:	gekas@wildman.com		
Correspondent Name:	Jami A. Gekas		
Address Line 1:	225 W. Wacker Drive		
Address Line 2:	Suite 2800		
Address Line 4:	Chicago, ILLINOIS 60606		
ATTORNEY DOCKET NUMBER:	C0870.0004		
NAME OF SUBMITTER:	Jami A. Gekas		

CH \$90.00 3255457

900201122

TRADEMARK
 REEL: 004614 FRAME: 0835

Signature:	/Jami A. Gekas/
Date:	08/31/2011
Total Attachments: 5 source=Student of Fortune TM Assignment_Executed#page1.tif source=Student of Fortune TM Assignment_Executed#page2.tif source=Student of Fortune TM Assignment_Executed#page3.tif source=Student of Fortune TM Assignment_Executed#page4.tif source=Student of Fortune TM Assignment_Executed#page5.tif	

TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT is made as of August 30, 2011, from Student of Fortune, Inc., a California corporation ("Assignor"), to Chegg, Inc., a Delaware corporation ("Assignee").

RECITALS

A. Assignor owns all rights, titles and interest in and to U.S. federal service mark Registration Nos. **3255457** (issued on June 26, 2007 for the mark **STUDENTOFFORTUNE & Design**), **3944058** (issued on April 12, 2011 for the mark **STUDENT OF FORTUNE**) and **4019997** (issued August 30, 2011 for the **SOURCESALE**), as well as the associated common law trademark and service mark rights to the marks reflected in each registration (collectively, the "Marks," copies of each registration certificate attached hereto as composite **Exhibit A**).

B. Assignor wishes to assign, and Assignee wishes to acquire, all of Assignor's right, title and interest in and to the Marks, throughout the world.

AGREEMENT

Accordingly, in consideration of the promises and the mutual covenants and conditions contained herein, and for other good and valuable consideration, the receipt and adequacy of which are hereby acknowledged by the parties, Assignor and Assignee agree as follows:

1. Assignor assigns, transfers, and sets over to Assignee, its successors, assigns and legal representatives, Assignor's entire right, title and interest in and to the Marks throughout the world, together with the goodwill of the business associated with the Marks and the right to bring actions and recover for past or future infringements or other violations of the rights assigned herein; and
2. Assignor further covenants that (a) Assignor owns all right, title and interest in and to the Marks; (b) Assignor has the full right to convey the interests assigned by this Trademark Assignment; and (c) Assignor and its successors, assigns and legal representatives shall cooperate with Assignee, at Assignee's request, to execute all documents reasonably necessary to perfect the interests assigned hereby.

IN WITNESS WHEREOF, the parties have signed this Trademark Assignment, effective as of the date first above written.

STUDENT OF FORTUNE, INC.

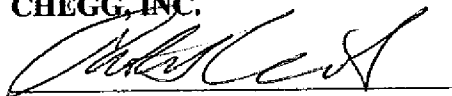


Name: Nikhil Sreenath

Title: CEO

Date: Aug 30 2011

CHEGG, INC.



Name: ROBERT CHEN

Title: GENERAL COUNSEL

Date: 8/30/11

Exhibit A

Int. Cl.: 38

Prior U.S. Cls.: 100, 101 and 104

Reg. No. 3,255,457

United States Patent and Trademark Office

Registered June 26, 2007

SERVICE MARK
PRINCIPAL REGISTER



STUDENT OF FORTUNE, INC. (CALIFORNIA CORPORATION)
3172 RUBIO CANYON ROAD
ALTADENA, CA 91001

QUESTIONS, AND SELLERS ELECTRONICALLY RESPOND WITH ANSWERS TO SUCH BUYERS' QUESTIONS, IN CLASS 38 (U.S. CLS. 100, 101 AND 104).

FOR: PROVIDING AN ONLINE, INTERACTIVE BULLETIN BOARD FOR THE TRANSMISSION OF MESSAGES AMONG USERS IN THE FIELD OF EDUCATION FOR TRADING SERVICES IN WHICH BUYERS POST QUESTIONS REGARDING ANY TOPIC SUCH AS HOMEWORK, TUTORING, PROOFREADING, RESEARCH, OR TECHNICAL

FIRST USE 11-15-2005; IN COMMERCE 3-1-2006.

SER. NO. 78-836,139, FILED 3-13-2006.

JUDITH HELFMAN, EXAMINING ATTORNEY

United States of America

United States Patent and Trademark Office

STUDENT OF FORTUNE

Reg. No. 3,944,058

Registered Apr. 12, 2011

Int. Cl.: 38

SERVICE MARK

PRINCIPAL REGISTER

STUDENT OF FORTUNE, INC. (CALIFORNIA CORPORATION)
3172 RUBIO CANYON ROAD
ALTADENA, CA 91001

FOR: PROVIDING AN ONLINE, INTERACTIVE BULLETIN BOARD FOR THE TRANSMISSION OF MESSAGES AMONG USERS IN THE FIELD OF EDUCATION FOR TRADING SERVICES IN WHICH BUYERS POST QUESTIONS REGARDING ANY TOPIC SUCH AS HOMEWORK, TUTORING, PROOFREADING, RESEARCH, OR TECHNICAL QUESTIONS, AND SELLERS ELECTRONICALLY RESPOND WITH ANSWERS TO SUCH BUYERS' QUESTIONS, IN CLASS 38 (U.S. CLS. 100, 101 AND 104).

FIRST USE 11-15-2005; IN COMMERCE 3-1-2006.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NO. 3,255,457.

SER. NO. 85-105,628, FILED 8-11-2010.

JESSICA A. POWERS, EXAMINING ATTORNEY



David J. Kyjars

Director of the United States Patent and Trademark Office

TRADEMARK
REEL: 004614 FRAME: 0840

United States of America
United States Patent and Trademark Office

SOURCESALE

Reg. No. 4,019,997

STUDENT OF FORTUNE, INC (CALIFORNIA CORPORATION)
3172 RUBIO CANYON ROAD
ALTADENA, CA 91001

Registered Aug. 30, 2011

Int. Cl.: 35

FOR: ON-LINE RETAIL STORE SERVICES FEATURING A WIDE VARIETY OF CONSUMER GOODS OF OTHERS, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

SERVICE MARK

FIRST USE 5-1-2010; IN COMMERCE 12-15-2010.

PRINCIPAL REGISTER

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SN 77-825,074, FILED 9-11-2009.

LINDA ESTRADA, EXAMINING ATTORNEY



David J. Kyffers

Director of the United States Patent and Trademark Office