

## 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           |
| Martineau Corporation   |  | 12/21/2011         | CORPORATION: MARYLAND |
| RECEIVING PARTY DATA  |  |                    |                       |
| Name:   | Columbia Books Inc.                          |                    |                       |
| Street Address:   | 8120 Woodmont Ave #110                       |                    |                       |
| City:   | Bethesda                                     |                    |                       |
| State/Country:  | MARYLAND                                     |                    |                       |
| Postal Code:  | 20814  |                    |                       |
| Entity Type:  | CORPORATION: DISTRICT OF COLUMBIA            |                    |                       |
| PROPERTY NUMBERS Total: 1   |  |                    |                       |
| Property Type   | Number                                       | Word Mark          |                       |
| Registration Number:  | 1670233                                      | ASSOCIATION TRENDS |                       |
| CORRESPONDENCE DATA   |  |                    |                       |
| Fax Number:   | (703)997-5349                                |                    |                       |
| Phone:  | 7035258009                                   |                    |                       |
| Email:  | uspto@tm4smallbiz.com                        |                    |                       |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> |  |                    |                       |
| Correspondent Name:   | Erik Pelton                                  |                    |                       |
| Address Line 1:   | PO Box 100637                                |                    |                       |
| Address Line 4:   | Arlington, VIRGINIA 22210                    |                    |                       |
| NAME OF SUBMITTER:  | Erik M Pelton                                |                    |                       |
| Signature:  | /ErikMPelton/                                |                    |                       |
| Date:   | 12/21/2011                                   |                    |                       |
| Total Attachments: 1<br>source=2011-12-21 COLUMBIA MARTINEAU Assignment SIGNED#page1.tif                              |  |                    |                       |

OP \$40.00 1670233

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Registrant: Martineau Corporation  
Registration Number: 1670233  
Registration Date: December 31, 1991  
Mark: ASSOCIATION TRENDS

ASSIGNMENT OF TRADEMARK

Whereas the Martineau Corporation of Rockville, Maryland, U.S.A. (hereinafter "ASSIGNOR") is the owner of the mark ASSOCIATION TRENDS which is contained in the United States Patent and Trademark Office Registration No. 1670233, registered on December 31, 1991; and

Whereas Columbia Books, Inc. (hereinafter "ASSIGNEE"), a District of Columbia corporation located at 8120 Woodmont Ave., Suite 110, Bethesda, MD 20814, U.S.A., is desirous of acquiring said mark and the registration thereof effective September 1, 2009;

Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR does hereby assign to ASSIGNEE effective September 1, 2009, all right, title and interest in and to the said mark, together with the good will of the business symbolized by the mark, and the above identified registration of said mark.

ASSIGNOR

By: [Signature]

Name: JILL MARTINEAU CORNISH

Title: PRESIDENT  
MARTINEAU CORP.

State of Maryland  
County of Montgomery ) ss.

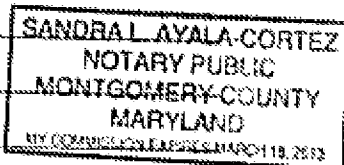
On this 21<sup>st</sup> day of Dec, 2011, personally appeared before me Jill Martineau Cornish, who stated that he/she is President of Martineau Corporation.  
appeared before me and acknowledged this instrument as free and voluntary act on behalf of the Assignor with authority to do so for the purpose set forth.

Before me:

[Signature]

Notary Public for \_\_\_\_\_

My Commission Expires: \_\_\_\_\_



TRADEMARK