

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
The Bar Method, Inc.		12/23/2011	CORPORATION: CONNECTICUT
<b>RECEIVING PARTY DATA</b>			
Name:	Bar Method Media, Inc.		
Street Address:	3717 Buchanan St.		
Internal Address:	Suite 200		
City:	SAN FRANCISCO		
State/Country:	CALIFORNIA		
Postal Code:	94123		
Entity Type:	CORPORATION: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 2</b>			
Property Type	Number	Word Mark	
Serial Number:	85471516	THE BAR METHOD	
Registration Number:	3361568	THE BAR METHOD	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(314)231-1776		
Phone:	314-889-8000		
Email:	uspt@polsinelli.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:	Matthew J. Smith		
Address Line 1:	100 S. Fourth St.		
Address Line 2:	Suite 1000		
Address Line 4:	St. Louis, MISSOURI 63102		
ATTORNEY DOCKET NUMBER:	068264-432763		
NAME OF SUBMITTER:	Matthew J. Smith		

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Signature:	/Matthew J. Smith/
Date:	01/10/2012
Total Attachments: 1 source=Trademark Assignment 11-23-11#page1.tif	

TRADEMARK ASSIGNMENT

THIS ASSIGNMENT AGREEMENT, effective as of this 23 day of December, 2011, is made by and between The Bar Method, Inc., a Connecticut corporation ("Assignor") and Bar Method Media, Inc., a California corporation ("Assignee").

WHEREAS, Assignor is the owner of the federally registered trademark, United States Registration No. 3,361,568 for "THE BAR METHOD", and a pending federal trademark application, United States Application Serial No. 85/471,516 for "THE BAR METHOD (AND DESIGN)", each in the United States Patent and Trademark Office and the goodwill of the business symbolized thereby and associated therewith, (the foregoing referred to as the "Marks"); and

WHEREAS, Assignee is desirous of acquiring the Marks, and of recording its status as owner of the entire right, title and interest in and to the Marks;

NOW, THEREFORE, for the good and valuable consideration as set forth in a separate agreement between the parties, receipt of which is hereby acknowledged, the parties agree as follows:

1. Assignor does hereby assign, transfer and convey to Assignee all its right, title and interest in and to the Marks, together with the goodwill of the business symbolized thereby, together with all applications and/or registrations thereof, together with a right to sue for and collect on all claims for damages by reason of past, present or future infringement of said Marks.

2. Assignee hereby assumes all liabilities and obligations in connection with the assignment described in Paragraph (1) hereof, except as otherwise agreed in writing.

3. Assignor agrees to take whatever further action is deemed necessary or appropriate by Assignee to properly and fully effect and perfect the transfer to Assignee of the Marks, to establish full custody of the Marks by Assignee, to set forth and establish the chain of title to the Marks, and to set forth and establish the first use of the Marks. For example, without limitation, Assignor agrees to execute assignments to Assignee regarding the Marks as may be required in proceedings throughout the world.

4. This Assignment Agreement shall be governed by the internal laws of the State of California, without reference to its conflicts of law principles.

IN WITNESS WHEREOF, the parties have executed this Agreement by and through their properly authorized signatories effective as of the date indicated above.

ASSIGNOR:

ASSIGNEE:

THE BAR METHOD, INC.,

BAR METHOD MEDIA, INC.

By: [Signature]
Name: Carol D. ...
Title: Vice President

By: [Signature]
Name: Carol D. ...
Title: Vice President