

TRADEMARK ASSIGNMENT

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 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
	Lead2 Sweden AB		02/02/2012
			Entity Type
			CORPORATION: SWEDEN
RECEIVING PARTY DATA			
Name:	Plattform Advertising, Inc.		
Street Address:	15500 West 113th Street, Suite 200		
City:	Lenexa		
State/Country:	KANSAS		
Postal Code:	66219		
Entity Type:	CORPORATION: KANSAS		
PROPERTY NUMBERS Total: 1			
	Property Type	Number	Word Mark
	Registration Number:	3297524	EDUCATIONATLAS.COM
CORRESPONDENCE DATA			
Fax Number:	(801)566-0750		
Phone:	801-566-6633		
Email:	wiseman@tnw.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:	Steve M. Perry		
Address Line 1:	8180 S. 700 E., Suite 350		
Address Line 4:	Sandy, UTAH 84070		
ATTORNEY DOCKET NUMBER:	3248-25794.SM		
NAME OF SUBMITTER:	Steve M. Perry		
Signature:	/Steve M. Perry/		
Date:	02/02/2012		
Total Attachments: 2 source=Assignment#page1.tif source=Assignment#page2.tif			

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WHEN RECORDED RETURN TO:  
Steve M. Perry  
THORPE NORTH & WESTERN, LLP  
P.O. BOX 1219  
SANDY, UTAH 84091-1219

ATTORNEY DOCKET NO. 3248-25794.SM

## ASSIGNMENT

WHEREAS, Lead2 Sweden AB, (hereinafter referred to as "ASSIGNOR"), a corporation duly organized and existing under the laws of Sweden, having a principal business office at Ringvägen 52, Box 38107, SE-100 64 Stockholm, Sweden, is the owner of all right, title, and interest in and to the trademark **EDUCATIONATLAS.COM** (hereinafter referred to as the "Mark") which is filed with the U.S. Patent and Trademark Office under Serial No. 78/841,529 having a filing date of March 20, 2006 and registered as Trademark No. 3,297,524 issued on September 25, 2007 (hereinafter referred to as the "trademark registration"); and

WHEREAS, Plattform Advertising, Inc., (hereinafter referred to as "ASSIGNEE"), a corporation duly organized and existing under the laws of the State of Kansas, having a principal business office at 15500 West 113<sup>th</sup> Street, Suite 200, Lenexa, KS 66219, is desirous of acquiring all right, title and interest in and to the Mark held by ASSIGNOR, and the above-identified application;

NOW, THEREFORE, in consideration of one dollar (\$1.00) and other good and valuable consideration paid to the ASSIGNOR by the ASSIGNEE, the receipt and sufficiency of which is hereby acknowledged, THE ASSIGNOR HEREBY ASSIGNS TO THE ASSIGNEE any and all right, title and interest which it may hold in and to the Mark, the above-identified application, and any registrations issuing therefrom, together with the goodwill of the business symbolized by and associated with the Mark.

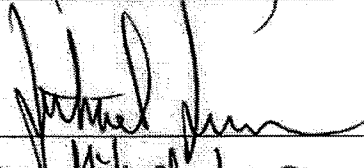
The ASSIGNOR hereby authorizes and requests the United States Commissioner of Patents and Trademarks to issue any and all certificates of registration of the Mark to the ASSIGNEE as the

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owner of the entire interest of said Mark, for the sole use and benefit of the said ASSIGNEE, its successors, assigns and legal representatives.

This Assignment and Agreement shall be binding upon any and all successors of the ASSIGNOR.

EFFECTIVE as of this 2 day of February, 2012.

  
By: Michael Larsson  
Title: Director