

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|---|---|----------------|-------------------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| iStrategy, LLC | FORMERLY DBA iStrategy Solutions | 03/12/2012 | LIMITED LIABILITY COMPANY: MARYLAND |
| RECEIVING PARTY DATA | | | |
| Name: | Blackboard Inc. | | |
| Street Address: | 650 Massachusetts Avenue, N.w., 6th Floor | | |
| City: | Washington D.C. | | |
| State/Country: | DISTRICT OF COLUMBIA | | |
| Postal Code: | 20001 | | |
| Entity Type: | CORPORATION: DELAWARE | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 3560565 | ISTRATEGY | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (703)848-2981 | | |
| Phone: | 7035848035 | | |
| Email: | rmcdougall@rmsclaw.com, docketing@rmsclaw.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: | Rebecca E. McDougall | | |
| Address Line 1: | 7918 Jones Branch Drive, Suite 500 | | |
| Address Line 4: | McLean, VIRGINIA 22102 | | |
| ATTORNEY DOCKET NUMBER: | 330496-00311 | | |
| NAME OF SUBMITTER: | Rebecca E. McDougall | | |
| Signature: | /Rebecca E. McDougall/ | | |

CH \$40.00 3560565

Date:

03/14/2012

Total Attachments: 2

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TRADEMARK ASSIGNMENT

WHEREAS **iStrategy, LLC d/b/a iStrategy Solutions**, a limited liability company organized under the laws of Maryland, having its principal office at 300 Redland Ct., Suite 300, Owings Mills, MD 21117 ("Assignor"), is the owner of the entire right, title and interest in and to United States Trademark Registration No. 3560565 ("the Mark"); and

WHEREAS, **Blackboard Inc.**, a company organized under the laws of Delaware, having its principal office at 650 Massachusetts Avenue, N.W., 6th Floor, Washington, D.C. 20001 ("Assignee"), is desirous of acquiring the entire right, title and interest in and to the Mark, including all of the goodwill represented by, associated with, connected with, and symbolized by the Mark;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby sell, assign, convey, transfer and set over unto the Assignee, its legal representatives, successors, and assigns, the entire right, title and interest in and to the Mark, together with the entire goodwill associated with, represented by, connected with, and symbolized by the Mark, together with all common law rights thereto, together with all rights and privileges granted and secured thereby, including the right to sue for all causes of action related to the Mark, and the right to sue in Assignee's own name and to recover for any damages and profits for past infringement, unfair competition or passing off, said rights to be held and enjoyed by said Assignee, for its own use and benefit and for the use and benefit of its successors, assigns or other legal representatives as fully and entirely as the same would have been held and enjoyed by said Assignor if this Assignment had not been made.

Assignor will not execute any writing or do any act whatsoever conflicting with these covenants and agreements, and will, at any time upon request without further or additional consideration but at the expense of Assignee, execute such additional assignments and other writing and do such additional acts as Assignee may deem necessary or desirable to perfect, secure, record, and register Assignee's enjoyment of this grant, it being understood that the foregoing covenant and agreement shall bind assigns and legal representatives of Assignor and inure to the benefit of the assigns and legal representatives of Assignee.

IN TESTIMONY WHEREOF, We have hereunto set our hands.

iStrategy, LLC

Date: 3-12-12

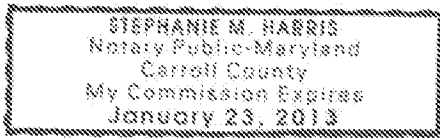
By: [Signature]

Name: MARK J. MAX

Title: MANAGING MEMBER

On this 12th day of March, 2012, before me, STEPHANIE M. HARRIS,
Notary Public, personally appeared to me known to be the individual whose name is subscribed
to this instrument, and acknowledged that he/she executed it as his/her free and voluntary act and
deed for the uses and purposes mentioned therein.

WITNESS my hand and official seal.



Stephanie M. Harris
Notary Public
My Commission Expires: 1/23/13