

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
Creative Ventures, Inc.		03/15/2012	CORPORATION: OREGON
RECEIVING PARTY DATA			
Name:	Jones & Bartlett Learning, L.L.C.		
Street Address:	5 Wall Street		
City:	Burlington		
State/Country:	MASSACHUSETTS		
Postal Code:	01803		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	2662248	EMS FIELD GUIDE	
Registration Number:	2376259	FIRE & RESCUE FIELD GUIDE	
Registration Number:	3135103	I INFORMED	
Registration Number:	3311690	I	
Registration Number:	3210183	INFORMED	
Registration Number:	3310330	INFORMED	
CORRESPONDENCE DATA			
Fax Number:	2039757180		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	203-353-6834		
Email:	clondon@edwardswildman.com		
Correspondent Name:	Edwards Wildman Palmer LLP		
Address Line 1:	P.O. Box 130; F.D.R. Station		
Address Line 2:	Paralegal Christina London		
Address Line 4:	New York, NEW YORK 10150		

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ATTORNEY DOCKET NUMBER:	312260-0001 CML
NAME OF SUBMITTER:	Christina London
Signature:	/christina london/
Date:	04/30/2012
Total Attachments: 2 source=Trademark Assignment#page1.tif source=Trademark Assignment#page2.tif	

TRADEMARK ASSIGNMENT

ASSIGNOR: Creative Ventures, Inc. an Oregon Corporation

ASSIGNEE: Jones & Bartlett Learning, L.L.C., a Delaware Corporation

WHEREAS, Creative Ventures, Inc., an Oregon corporation, with a principal place of business at 7110 SW Fir Loop #110, Tigard, OR 97223, is the owner of the registered trademarks and trademark applications identified below; and

WHEREAS, Jones & Bartlett Learning, L.L.C., a Delaware corporation, with a principal place of business at 5 Wall Street, Burlington, MA 01803, is desirous of acquiring said registered trademarks and trademark applications;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Creative Ventures, Inc. hereby conveys, assigns, and transfers to Jones & Bartlett Learning, L.L.C. the entire right, title, and interest in and to the trademarks listed below, including the trademark registrations and trademark applications identified below, or any phonetic equivalent thereof, in any style, font, or design, together with the goodwill appurtenant to the marks, and all rights under any claim which arose under the marks at any time prior and up to the time of this conveyance.

Mark	Application #	Reg. Date	Registration #
EMS FIELD GUIDE	76/291,149	12/17/2002	2,662,248
FIRE & RESCUE FIELD GUIDE	75/661,274	8/8/2000	2,376,259
I INFORMED & Design	78/559,700	8/29/2006	3,135,103
I & Design	78/559,699	10/16/2007	3,311,690
INFORMED	78/559,691	2/20/2007	3,210,183
INFORMED	76/662,135	10/16/2007	3,310,330

Executed at Lake Oswego, State of Oregon, this 15th day of March, 2012.

By: [Signature]
Name
MICHAEL J. COFFIN
Title
Creative Ventures, Inc.

STATE OF OREGON)
) ss.
County of Clackamas

Before me this 15 day of March, 2012, personally appeared the above-named individual, to me known to be the person who is described in and who executed the foregoing assignment instrument and acknowledged to me that he executed the same of his own free will for the purpose therein expressed.

[Signature]
Notary Public for Oregon

[SEAL]

