

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
	Roger J. Best, Inc.		06/01/2012
			Entity Type
			CORPORATION: OREGON
RECEIVING PARTY DATA			
Name:	Corporate Executive Board Company		
Street Address:	1919 N. Lynn Street		
City:	Arlington		
State/Country:	VIRGINIA		
Postal Code:	22209		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
	Property Type	Number	Word Mark
	Registration Number:	3146767	MARKPLAN
	Registration Number:	3321349	MARKPLAN PRO
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	212-724-3290		
Email:	gallit@schullerlegal.net		
Correspondent Name:	Gallit Schuller		
Address Line 1:	140 Riverside Drive Suite 32B		
Address Line 4:	New York, NEW YORK 10024-2056		
NAME OF SUBMITTER:	Todd Macey		
Signature:	/Todd Macey/		
Date:	06/01/2012		
Total Attachments: 2			
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OP \$65.00 3146767

Trademark Assignment

This Trademark Assignment Agreement ("The Agreement") is made as of June 1, 2012 between Roger J. Best, Inc. ("Assignor"), an Oregon Corporation, and The Corporate Executive Board Company ("Assignee"), a Delaware Corporation.

WHEREAS, Assignor, has adopted, owns and has been using the trademarks and other intellectual property ("The Marks") described in Exhibit A, attached hereto and incorporated by reference herein, together with the goodwill of the business associated therewith.

WHEREAS, Assignor desires to sell, convey, transfer, assign, and deliver to Assignee all of its rights, title and interest in The Marks and The Property.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, conveys, transfers, assigns and delivers to Assignee all of Assignor's rights, title and interest of whatever kind in and to The Marks, together with the goodwill of the business connected with the use of The Marks.

IN WITNESS HEREOF, Assignor has duly executed this Assignment as of the date shown below.

By:

Roger J. Best

Name:

ROGER J. BEST

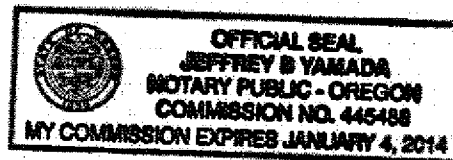
Title:

President/owner

SUBSCRIBED AND SWORN TO BEFORE ME
this 1st day of June, 2012

Signature of Notary Public

[Handwritten Signature]



Trademark Assignment Exhibit A

<u>Trademark</u>	<u>Registration Number</u>	<u>Registration Date</u>
MarkPlan	3146767	September 19, 2006
MarkPlan Pro	3321349	October 23, 2007
MES	3169776	November 7, 2006

Initial _____