

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 |
| Reed Elsevier Properties Inc. | | 05/03/2010 | CORPORATION: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | Daniel Hogan | | |
| Street Address: | 2646 West Lake Ave | | |
| City: | Glenview | | |
| State/Country: | ILLINOIS | | |
| Postal Code: | 60026 | | |
| Entity Type: | INDIVIDUAL: UNITED STATES | | |
| PROPERTY NUMBERS Total: 6 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 2184007 | HOTELS | |
| Registration Number: | 2355072 | HOTELS' INVESTMENT OUTLOOK | |
| Registration Number: | 2874877 | FOODSERVICE EQUIPMENT & SUPPLIES | |
| Registration Number: | 2289957 | FOODSERVICE EQUIPMENT & SUPPLIES | |
| Registration Number: | 1997051 | FOODSERVICE EQUIPMENT & SUPPLIES | |
| Registration Number: | 2253393 | FE&S | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 3122663363 | | |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> | | | |
| Phone: | 312-274-2215 | | |
| Email: | jfranklin@mtgmediagroup.com | | |
| Correspondent Name: | James Franklin | | |
| Address Line 1: | 1415 N. Dayton Street | | |
| Address Line 2: | Marketing & Technology Group | | |
| Address Line 4: | Chicago, ILLINOIS 60642 | | |

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| NAME OF SUBMITTER: | Daniel Hogan |
| Signature: | /Daniel Hogan/ |
| Date: | 06/29/2012 |
| Total Attachments: 4 source=Trademark assignment to Hogan#page1.tif source=Trademark assignment to Hogan#page2.tif source=Trademark assignment to Hogan#page3.tif source=Trademark assignment to Hogan#page4.tif | |

REPI TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "**Assignment**") is executed and delivered as of May 3, 2010, by Reed Elsevier Properties Inc., a Delaware corporation ("**Assignor**") in favor of Daniel Hogan, an individual resident of the State of Illinois ("**Assignee**"). Capitalized terms not otherwise defined herein shall have the meanings ascribed to them in the Purchase Agreement.

WHEREAS, pursuant to that certain Asset Purchase Agreement, dated as of the date hereof (the "**Purchase Agreement**"), by and among Reed Elsevier Inc., a Massachusetts corporation, Assignor and Assignee, Assignor has agreed to assign to Assignee its interest in, and to execute this Assignment to enable Assignee to record the assignment of (i) the trademarks and trademark applications, and (ii) all divisions, reissues, reexaminations, substitutions, continuations, continuations-in-part, foreign counterparts, and extensions of the trademarks and trademark applications, in each case listed on Schedule 1 hereto (the "**Assigned Marks**").

NOW, THEREFORE, for good and valuable consideration provided in the Purchase Agreement, and other good and valuable consideration, the receipt and adequacy of which are acknowledged, the parties hereby agree as follows:

1. Assignor hereby conveys, transfers, and assigns to Assignee any and all right, title, and interest of Assignor in and to the Assigned Marks and all related common-law rights and all goodwill associated therewith and the right to sue and recover (for the sole use and benefit of Assignee and its successors, assigns, or other legal representatives) damages for past, present and future infringement, misappropriation, dilution or other violation thereof or damage thereto.
2. Assignee is to hold all right, title, and interest in and to the Assigned Marks as fully and exclusively as it would have been held and enjoyed by Assignor had the assignment in Section 1 not been made.
3. Assignor authorizes and requests the Commissioner of Patents and Trademarks of the United States and the equivalent office in each country in which Assigned Marks are registered to record Assignee as the assignee and owner of the Assigned Marks and to issue any trademarks which may be granted on any applications included in the Assigned Marks to Assignee as assignee of the entire right, title and interest therein and thereto.
4. This Assignment is valid as between the parties as of the date of the Purchase Agreement. Assignor agrees, without additional consideration, to take such further actions and to execute any powers of attorney, applications, assignments, declarations, affidavits, and other papers necessary or desirable to transfer, vest, record and perfect good, valid and marketable title in the Assigned Marks to the Assignee.
5. To the extent there is a conflict between the terms and provisions of this Assignment and the Purchase Agreement, the terms and provisions of the Purchase Agreement will govern.
6. This Agreement shall be governed by and construed in accordance with the laws of the State of New York regardless of the laws that might otherwise govern under applicable principles of conflicts of laws thereof.

REED ELSEVIER PROPERTIES INC.

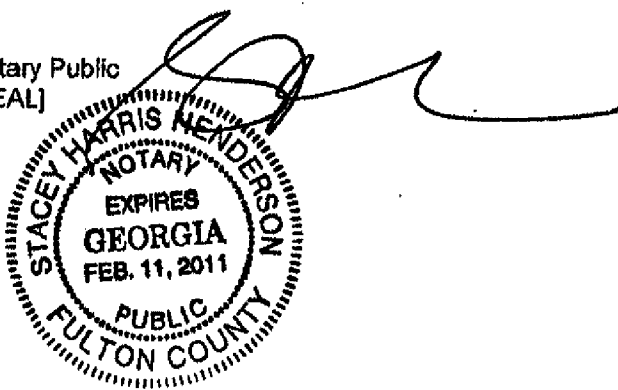
By: Renee Simonton

Name: Renee Simonton
Title: President

STATE OF Georgia
COUNTY OF Fulton

On this 3rd day of May, 2010, before me the signatory above personally appeared and acknowledged to be the above-stated officer of Reed Elsevier Properties Inc., and that in such capacity, being authorized so to do, executed the foregoing instrument for the purposes therein contained.

Notary Public
[SEAL]



(Signature Page to REPI Trademark Assignment)

Schedule 1 to REPI Trademark Assignment

REPI Assigned Marks

| Mark (Profile Name) | Reg. Owner | Country Name | Class(es) | Application # | App. Date | Registration # | Reg. Date | TM status |
|--|-------------------------------|--------------------------------|---------------|---------------|------------|----------------|------------|---------------------|
| CONNECTING WITH CONSUMERS | Reed Elsevier Properties Inc. | United States of America (USA) | 16 | 77238198 | 7/25/2007 | 3404872 | 4/1/2008 | Registered |
| CONNECTING WITH CONSUMERS | Reed Elsevier Properties Inc. | United States of America (USA) | 42 | 77238261 | 7/25/2007 | 3404879 | 4/1/2008 | Registered |
| EARTH2TABLE | Reed Elsevier Properties Inc. | United States of America (USA) | 43 | 77159200 | 4/18/2007 | 3496622 | 9/2/2008 | Registered |
| FE&S | Reed Elsevier Properties Inc. | United States of America (USA) | 16 | 75462326 | 4/6/1998 | 2253393 | 6/15/1999 | Registered |
| FE&S INTERNATIONAL | Reed Elsevier Properties Inc. | European (O.H.I.M.) | 016, 035, 042 | 792127 | 4/1/1998 | 792127 | 4/1/1998 | Cancelled |
| FOOD SERVICE EQUIPMENT & SUPPLIES SPECIALIST INTERNATIONAL | Reed Elsevier Properties Inc. | European (O.H.I.M.) | 016, 035, 042 | 206920 | 4/1/1996 | 206920 | 9/27/1999 | Registered |
| FOODSERVICE EQUIPMENT & SUPPLIES | Reed Elsevier Properties Inc. | India | 16 | 1610014 | 10/10/2007 | | | Pending |
| FOODSERVICE EQUIPMENT & SUPPLIES | Reed Elsevier Properties Inc. | India | 42 | 1610015 | 10/10/2007 | | | Pending |
| FOODSERVICE EQUIPMENT & SUPPLIES | Reed Elsevier Properties Inc. | United States of America (USA) | 42 | 78289182 | 8/19/2003 | 2874877 | 8/17/2004 | Registered |
| FOODSERVICE EQUIPMENT & SUPPLIES | Reed Elsevier Properties Inc. | United States of America (USA) | 16 | 75462335 | 4/6/1998 | 2289957 | 11/2/1999 | Registered |
| FOODSERVICE EQUIPMENT & SUPPLIES | Reed Elsevier Properties Inc. | United States of America (USA) | 16 | 74731872 | 9/21/1995 | 1997051 | 8/27/1996 | Registered |
| WHEN TO REPLACE | Reed Elsevier Properties Inc. | United States of America (USA) | 41 | 77163848 | 4/24/2007 | 3371028 | 1/15/2008 | Registered |
| HOTELS | Reed Elsevier Properties Inc. | China (People's Republic of) | 16 | 5377060 | 5/26/2006 | | | Pending Application |
| HOTELS | Reed Elsevier Properties Inc. | France | 16 | 99806532 | 8/4/1999 | 99806532 | 8/4/1999 | Registered |
| HOTELS | Reed Elsevier Properties Inc. | India | 42 | 1407361 | 12/19/2005 | 1407361 | 12/19/2005 | Registered |
| HOTELS | Reed Elsevier Properties Inc. | India | 16 | 1407341 | 12/19/2005 | 1407341 | 12/19/2005 | Registered |
| HOTELS | Reed Elsevier Properties Inc. | United States of America (USA) | 16 | 75332879 | 7/30/1997 | 2184007 | 8/25/1998 | Registered |
| HOTELS and design | Reed Elsevier Properties Inc. | United States of America (USA) | 16 | 74268184 | 4/22/1992 | 1789007 | 8/17/1993 | Registered |

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| HOTELS' INVESTMENT OUTLOOK | Reed Elsevier Properties Inc. | United States of America (USA) | 16 | 75696955 | 5/3/1999 | 2355072 | 6/6/2000 | Registered |
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RECORDED: 06/29/2012

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