

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
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: 1			
Property Type	Number	Word Mark	
Registration Number:	1789007	HOTELS	
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		
NAME OF SUBMITTER:	Daniel Hogan		
Signature:	/Daniel Hogan/		
Date:	07/03/2012		

OP \$40.00 1789007

Total Attachments: 4

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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.

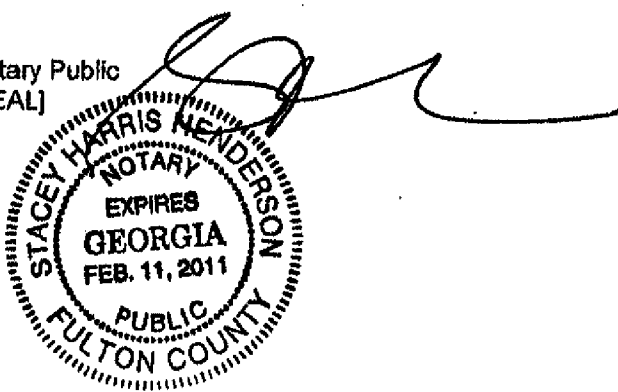
By: Renee Simonton

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: 07/03/2012

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