

## 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.		04/30/2010	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	CFE Media LLC		
Street Address:	1111 W. 22nd Street		
City:	Oak Brook		
State/Country:	ILLINOIS		
Postal Code:	60523		
Entity Type:	LIMITED LIABILITY COMPANY: ILLINOIS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77477875	PURE POWER	
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:	5164486976		
Email:	erika@pomeroyprieur.com		
Correspondent Name:	Erika Jenkins, Esq. and Jeremy Pomeroy.		
Address Line 1:	55 Broad Street		
Address Line 2:	Suite 13F		
Address Line 4:	New York, NEW YORK 10004		
ATTORNEY DOCKET NUMBER:	PURE POWER ASSIGNMENT		
NAME OF SUBMITTER:	Erika L. Jenkins, Esq.		
Signature:	/ELJ/		

Date:

10/03/2012

Total Attachments: 3

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## REPI TRADEMARK ASSIGNMENT

**THIS TRADEMARK ASSIGNMENT** (this "**Assignment**") is executed and delivered as of April 30, 2010, by Reed Elsevier Properties Inc., a Delaware corporation ("**Assignor**") in favor of CFE Media LLC, an Illinois limited liability company ("**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 trademark and trademark application, and (ii) all divisions, reissues, reexaminations, substitutions, continuations, continuations-in-part, foreign counterparts, and extensions of the trademark and trademark application, in each case listed on Schedule B hereto (the "**Assigned Mark**").

**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 Mark and all related common-law rights and all goodwill of the business symbolized thereby 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 Mark 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 Mark is registered to record Assignee as the assignee and owner of the Assigned Mark and to issue any trademarks which may be granted on any applications included in the Assigned Mark 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 Mark 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 René Simonton

Name: RENE SIMONTON  
Title: PRESIDENT

STATE OF Delaware  
COUNTY OF New Castle

On this 3 day of October, 2012, 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]

*Jacqueline Alane Gregorski*

Jacqueline Alane Gregorski  
Notary Public, State of Delaware  
My Commission Expires Feb. 10, 2013  
20110210000004

(Signature Page to REI Trademark Assignment)

Schedule 1B to REPI Trademark Assignment

Mark (Profile Name)	Reg. Owner	Country	Classes	Application # (Serial No.)	App. Date	Reg. No.	Reg. Date	TM Status
PURE POWER	Reed Elsevier Properties Inc.	USA	9, 16 and 41	77477875	May 19, 2008	3527512	Nov 4, 2008	Registered