

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
Educational Sales and Marketing, LLC		07/21/2011	LIMITED LIABILITY COMPANY: COLORADO
RECEIVING PARTY DATA			
Name:	ACS Marketing, LP		
Street Address:	2828 North Haskell Ave.		
Internal Address:	Building 1, Floor 9		
City:	Dallas		
State/Country:	TEXAS		
Postal Code:	75204		
Entity Type:	LIMITED PARTNERSHIP: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	3824314	ESM	
Registration Number:	3497162	SPEED TO LEAD SOLUTION	
Registration Number:	3415946	SPEED TO LEAD	
CORRESPONDENCE DATA			
Fax Number:	2145845525		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	214-584-5367		
Email:	tom.hilbun@xerox.com		
Correspondent Name:	Thomas Hilbun		
Address Line 1:	2828 North Haskell Ave.		
Address Line 2:	Building 1, Floor 9		
Address Line 4:	Dallas, TEXAS 75204		
ATTORNEY DOCKET NUMBER:	ESM MARK ASSIGNMENT		

CH \$90.00 3824314

NAME OF SUBMITTER:	Thomas Hilbun
Signature:	/Thomas Hilbun/
Date:	12/19/2012
Total Attachments: 2 source=ESM TM ASSIGN#page1.tif source=ESM TM ASSIGN#page2.tif	

ASSIGNMENT

This ASSIGNMENT is made effective as of July 21, 2011, between Education Sales and Marketing, LLC, a Colorado Limited Liability Company having its principal place of business at 8740 Lucent Blvd. #300, Highlands Ranch, Colorado 80129 ("Assignor") and ACS Marketing, L.P., a Delaware limited partnership, whose general partner is Xerox Business Services, LLC., a Delaware Limited Liability Company, located and doing business at 2828 N. Haskell, Dallas, Texas 75204 ("Assignee").

WITNESSETH:

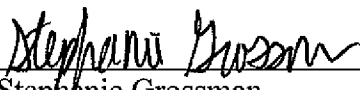
WHEREAS, Assignor is the owner of the Intellectual Property, including but not limited to copyrights, patents, patent applications, service marks, trademarks, and the related trade dress listed on Schedule A hereto (collectively, the "IP"); and

WHEREAS, Assignor desires to assign the IP to Assignee, and Assignee desires to acquire the IP;

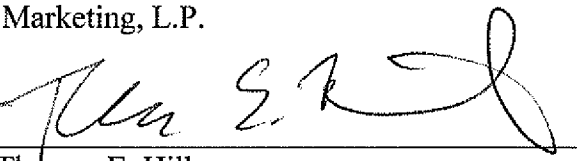
NOW, THEREFORE, in consideration of the sum of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns to Assignee all of its right, title and interest in and to the IP, including all of its common law rights and registrations thereto, including:

- a) the entire worldwide interest and goodwill of the business symbolized by the service marks, trademarks, and the related trade dress;
- b) the right to sue and collect damages for past infringement of the service marks, trademarks, and the related trade dress;

Education Sales and Marketing, LLC

By: 
Stephanie Grossman
VP and Assistant Secretary

ACS Marketing, L.P.

By: 
Thomas E. Hilbun
Vice President

SCHEDULE A

Intellectual Property Matters

Trademark/Service Marks

MARK	COUNTRY	REG./SERIAL NUMBER
ESM	US	3,824,314
Speed to Lead Solution	US	3,497,162
Speed to Lead	US	3,415,946