

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
Nightingale-Conant Corporation		12/17/2012	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	ACT, Inc.		
Street Address:	500 ACT Drive		
City:	Iowa City		
State/Country:	IOWA		
Postal Code:	52243		
Entity Type:	Non-Profit Corporation: IOWA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3902562	IMPROVEYOURSELF.COM	
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:	319-337-1250		
Email:	kelcey.patrick-ferree@act.org		
Correspondent Name:	Office of the General Counsel		
Address Line 1:	500 ACT Drive		
Address Line 4:	Iowa City, IOWA 52243		
NAME OF SUBMITTER:	Kelcey Patrick-Ferree		
Signature:	/Kelcey Patrick-Ferree/		
Date:	12/19/2012		
Total Attachments: 1 source=IMPROVEYOURSELF COM Assignment Signed#page1.tif			

OP \$40.00 3902562

TRADEMARK ASSIGNMENT

WHEREAS, Nightingale-Conant Corporation, a Delaware corporation (hereinafter, "Assignor"), is the owner of the mark listed below which is the subject of the following trademark registration in the United States Patent and Trademark Office (USPTO):

<u>Mark</u>	<u>Registration No.</u>	<u>Registration Date</u>
IMPROVEYOURSELF.COM	3902562	January 11, 2011

WHEREAS, ACT, Inc. (hereinafter, "Assignee"), an Iowa corporation, located at 500 Act Drive, P.O. Box 168, Iowa City, Iowa 52243, is desirous of acquiring said mark and said registration thereof.

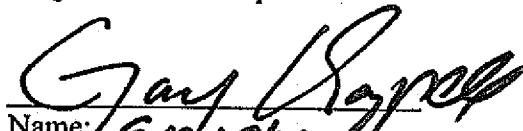
NOW, THEREFORE, for good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, said Assignor does hereby assign unto said Assignee all right, title and interest in and to said mark, together with the goodwill of the business symbolized by the mark, and the indicated USPTO registration thereof, and all rights to damages or profits, due or accrued, arising out of past infringement of said mark or injury to said goodwill, and the right to sue for and recover the same in Assignee's own name.

IN WITNESS WHEREOF, this Assignment has been executed to be effective as of the 17 day of December 2012.

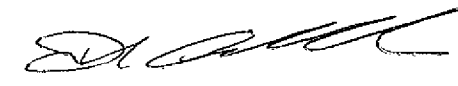
Assignor:
Nightingale-Conant Corporation

Assignee:
ACT, Inc.

By:


Name: Gary Chapman
Title: CEO

By:


Name: David Cumberbatch
Title: CSMO