

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
ActiveStrategy, Inc.		12/31/2012	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	The Advisory Board Company		
Street Address:	2445 M Street		
City:	Washington		
State/Country:	DISTRICT OF COLUMBIA		
Postal Code:	20037		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	2672771	ACTIVESTRATEGY ENTERPRISE	
Registration Number:	2531609	ACTIVESTRATEGY	
Registration Number:	2531608	ACTIVESTRATEGY	
CORRESPONDENCE DATA			
Fax Number:	6123329081		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	612.336.4602		
Email:	lstrom@merchantgould.com		
Correspondent Name:	Merchant & Gould P.C.		
Address Line 1:	PO Box 2910		
Address Line 4:	Minneapolis, MINNESOTA 55402-0910		
ATTORNEY DOCKET NUMBER:	16608		
NAME OF SUBMITTER:	Christopher J. Schulte		

Signature:	/Christopher J. Schulte/
Date:	01/04/2013
Total Attachments: 1 source=assignment#page1.tif	

CONFIRMATORY ASSIGNMENT

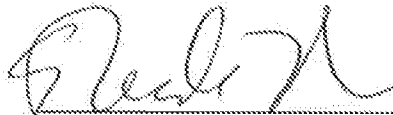
BE IT KNOWN that, for good value and consideration previously tendered, the receipt and sufficiency of which is hereby acknowledged, ActiveStrategy, Inc. hereby confirms that it has sold, assigned and conveyed, effective December 31, 2012 all right, title and interest in and to:

U.S. Trademark Registration No. 2,672,771 for the trademark ACTIVESTRATEGY ENTERPRISE issued by the United States Patent and Trademark Office on January 7, 2003;

U.S. Trademark Registration No. 2,531,609 for the trademark ACTIVESTRATEGY DESIGN issued by the United States Patent and Trademark Office on January 22, 2002;

U.S. Trademark Registration No. 2,531,608 for the trademark ACTIVESTRATEGY issued by the United States Patent and Trademark Office on January 22, 2002.

To The Advisory Board Company, a corporation under the laws of Delaware and having an office and place of business at 2445 M Street, NW Washington D.C. 20037, including any and all goodwill associated with the business done under the trademarks, to have and to hold in full measure without limitation.



Evan Farber

Secretary of ActiveStrategy, Inc.