

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	CORRECTIVE ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	Corrective Assignment to correct the Assignee's name previously recorded on Reel 004793 Frame 0554. Assignor(s) hereby confirms the Assignment.		
<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
Roger J. Best, Inc.		06/01/2012	CORPORATION: OREGON
<b>RECEIVING PARTY DATA</b>			
Name:	The Corporate Executive Board Company		
Street Address:	1919 N. Lynn Street		
City:	Arlington		
State/Country:	VIRGINIA		
Postal Code:	22209		
Entity Type:	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
Property Type	Number	Word Mark	
Registration Number:	3146767	MARKPLAN	
Registration Number:	3321349	MARKPLAN PRO	
<b>CORRESPONDENCE DATA</b>			
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:	612-332-5300		
Email:	rerickson@merchantgould.com		
Correspondent Name:	Christopher J. Schulte		
Address Line 1:	P.O. Box 2910		
Address Line 4:	Minneapolis, MINNESOTA 55402-0910		
<b>ATTORNEY DOCKET NUMBER:</b>	17038.142US01		
<b>NAME OF SUBMITTER:</b>	Christopher J. Schulte		
Signature:	/Christopher J. Schulte/		

OP \$65.00 3146767

Date:

02/21/2013

**Total Attachments: 3**

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SUBMISSION TYPE:	NEW ASSIGNMENT																										
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL																										
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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: 212-724-3290 Email: gallit@schullerlegal.net Correspondent Name: Gallit Schuller Address Line 1: 140 Riverside Drive Suite 32B Address Line 4: New York, NEW YORK 10024-2056																											
NAME OF SUBMITTER:	Todd Macey																										
Signature:	/Todd Macey/																										
Date:	06/01/2012																										
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Trademark Assignment

This Trademark Assignment Agreement ("The Agreement") is made as of June 1, 2012 between Roger J. Best, Inc. ("Assignor"), an Oregon Corporation, and The Corporate Executive Board Company ("Assignee"), a Delaware Corporation.

WHEREAS, Assignor, has adopted, owns and has been using the trademarks and other intellectual property ("The Marks") described in Exhibit A, attached hereto and incorporated by reference herein, together with the goodwill of the business associated therewith.

WHEREAS, Assignor desires to sell, convey, transfer, assign, and deliver to Assignee all of its rights, title and interest in The Marks and The Property.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, conveys, transfers, assigns and delivers to Assignee all of Assignor's rights, title and interest of whatever kind in and to The Marks, together with the goodwill of the business connected with the use of The Marks.

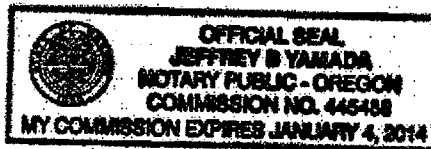
IN WITNESS HEREOF, Assignor has duly executed this Assignment as of the date shown below.

By: Roger J. Best  
Name: ROGER J. BEST  
Title: President/owner

SUBSCRIBED AND SWORN TO BEFORE ME  
this 1<sup>st</sup> day of June, 2012

Signature of Notary Public

J. B. J.



**Trademark Assignment Exhibit A**

<u>Trademark</u>	<u>Registration Number</u>	<u>Registration Date</u>
MarkPlan	3146767	September 19, 2006
MarkPlan Pro	3321349	October 23, 2007
MES	3169776	November 7, 2006

Initial \_\_\_\_\_

**RECORDED: 06/01/2012**  
**RECORDED: 02/21/2013**

**TRADEMARK**  
**REEL: 004793 FRAME: 0556**  
**TRADEMARK**  
**REEL: 004967 FRAME: 0860**