

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
Nebraska Book Company, Inc.		04/12/2013	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	indiCo, LLC		
Street Address:	500 East Lorain Street		
City:	Oberlin		
State/Country:	OHIO		
Postal Code:	44074-1294		
Entity Type:	LIMITED LIABILITY COMPANY: OHIO		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2480012	CONNECT2ONE	
CORRESPONDENCE DATA			
Fax Number:	2028576395		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	202-857-6000		
Email:	kristen.koines@arentfox.com		
Correspondent Name:	Luna M. Samman		
Address Line 1:	1717 K St., NW		
Address Line 2:	c/o Arent Fox LLP		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20036		
ATTORNEY DOCKET NUMBER:	005438.00018		
NAME OF SUBMITTER:	Luna M. Samman		
Signature:	/luna samman/		

Date:

06/04/2013

Total Attachments: 4

source=NACS Connect2One--Trademark Assignment#page1.tif

source=NACS Connect2One--Trademark Assignment#page2.tif

source=NACS Connect2One--Trademark Assignment#page3.tif

source=NACS Connect2One--Trademark Assignment#page4.tif

TRADEMARK ASSIGNMENT

WHEREAS, Nebraska Book Company, Inc., a Delaware corporation, having a place of business at 4700 South 19th Street, Lincoln, Nebraska 68501 (“*Assignor*”), has adopted and used in commerce the marks set forth in Schedule A (the “*Marks*”) and owns the trademark registration set forth in Schedule A (the “*Trademark Registration*”).

WHEREAS, indiCo, LLC, an Ohio limited liability company, having a place of business at 500 East Lorain Street, Oberlin, Ohio 44074-1294 (hereinafter “*Assignee*”) purchased certain assets of Assignor related to the business of Assignor’s division known as Connect2One, which operates a buying cooperative for college bookstores, pursuant to the terms of that certain Asset Purchase Agreement, dated as of April 12, 2013 (the “*Purchase Agreement*”; capitalized terms used herein but not defined herein shall have the meanings ascribed to such terms in the Purchase Agreement), including the Marks and the Trademark Registration, all rights, title and interest therein, and all goodwill of the Business pertaining thereto;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest in, under, and to the Marks and the Trademark Registration, together with the goodwill of the Business inherent therein and the right to bring suit and recover damages for past infringement thereof. Assignor hereby agrees to execute any additional documents that may be required to accomplish the purposes of this Trademark Assignment.

[Remainder of page intentionally left blank]

IN WITNESS WHEREOF, the undersigned have caused this Trademark Assignment to be duly executed as of this ___ day of April, 2013.

ASSIGNOR:

NEBRASKA BOOK COMPANY, INC.

By: Alexi A. Wellman
Alexi A. Wellman
Chief Financial Officer

ASSIGNEE:

INDICO, LLC

By: _____
Brian Cartier
Chief Executive Officer

[SIGNATURE PAGE TO TRADEMARK ASSIGNMENT]

IN WITNESS WHEREOF, the undersigned have caused this Trademark Assignment to be duly executed as of this 12th day of April, 2013.

ASSIGNOR:

NEBRASKA BOOK COMPANY, INC.

By: _____
Alexi A. Wellman
Chief Financial Officer

ASSIGNEE:

INDICO, LLC

By: Brian E. Cartier
Brian Cartier
Chief Executive Officer

[SIGNATURE PAGE TO TRADEMARK ASSIGNMENT]

TRADEMARK
REEL: 005040 FRAME: 0513

Schedule A

Trademark Registration

Country	Trademark	App. No.	Filing Date	Reg. No.	Reg. Date	Class
United States	CONNECT2ONE	76/119,855	08/31/2000	2480012	08/21/2001	35

The Marks

Connect2One registered logo used with or without tag line:



Additional tag lines in frequent use:
The Buying Group that Works for You
and
Come2Buy



Anniversary marks:



Non-registered marks (may employ registered Connect2One logo)

