

TRADEMARK ASSIGNMENT

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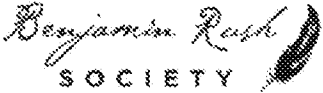
SUBMISSION TYPE:	NEW ASSIGNMENT																										
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL																										
CONVEYING PARTY DATA																											
<table border="1"> <thead> <tr> <th>Name</th> <th>Formerly</th> <th>Execution Date</th> <th>Entity Type</th> </tr> </thead> <tbody> <tr> <td>Pacific Research Institute for Public Policy</td> <td></td> <td>06/03/2013</td> <td>CORPORATION: CALIFORNIA</td> </tr> </tbody> </table>				Name	Formerly	Execution Date	Entity Type	Pacific Research Institute for Public Policy		06/03/2013	CORPORATION: CALIFORNIA																
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PROPERTY NUMBERS Total: 2																											
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CORRESPONDENCE DATA																											
Fax Number: 3102283953 <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> Phone: 310.228.3700 Email: rwalsh@smrh.com Correspondent Name: Jill M. Pietrini Address Line 1: 1901 Avenue of the Stars, Suite 1600 Address Line 4: Los Angeles, CALIFORNIA 90067-6017																											
ATTORNEY DOCKET NUMBER:	30HA-166437-001, -002																										
NAME OF SUBMITTER:	Jill M. Pietrini																										
Signature:	//jmp//																										
Date:	06/04/2013																										
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CH \$65.00 85044970

**ASSIGNMENT OF TRADEMARK AND  
THE UNITED STATES APPLICATIONS THEREFOR**

This assignment is made by and between Pacific Research Institute for Public Policy, a California corporation, having a principal place of business at One Embarcadero Center, Suite 350, San Francisco, California 94111 (hereinafter "Assignor"), and Benjamin Rush Society, Inc., a Virginia corporation, having its principal place of business at 164 Miramontes Avenue Half Moon Bay, California 94019 (hereinafter "Assignee").

WHEREAS, Assignor has an intent to use the trademark identified below, and has filed applications to register the trademark based on its intent to use the trademark for those goods and services listed in the United States trademark applications identified below (hereinafter the "Mark" and "Applications", respectively).

Mark	Class	App. No.	Filing Date
BENJAMIN RUSH SOCIETY	35	85/044,970	5/21/10
BENJAMIN RUSH SOCIETY & Design 	35	85/044,997	5/21/10

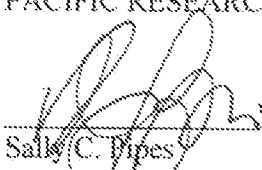
WHEREAS, Assignor is assigning the Mark and the Applications to Assignee as part of the entire business or portion thereof to which the Mark pertain as required by 15 U.S.C. § 1060.

WHEREAS, Assignee, the successor of the ongoing and existing business or portion thereof of Assignor's business to which the Mark pertain, is desirous of acquiring the Mark and the Applications, including the goodwill associated with the ongoing and existing business, the Mark and any and all claims, demands, and causes of action for infringement, of the Mark, past, present, and future, and all of the proceeds from the foregoing.

NOW, THEREFORE, in consideration of good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in the United States and in any other country in the world in and to the Mark and the Applications, together with the goodwill of the business symbolized by the Mark, and any and all claims, demands, and causes of action for infringement of the Mark, past, present, and future, and all of the proceeds from the foregoing.

Signed at San Francisco, California, effective this 3<sup>rd</sup> day of June, 2013.

PACIFIC RESEARCH INSTITUTE FOR PUBLIC POLICY

  
Sally C. Pipes  
President and Chief Executive Officer

SMR11-408520656.2