

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
SAGE Publications, Inc.		07/09/2012	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Leadership Directories, Inc.
Street Address:	104 Fifth Avenue
City:	New York
State/Country:	NEW YORK
Postal Code:	10011
Entity Type:	CORPORATION: DISTRICT OF COLUMBIA

PROPERTY NUMBERS Total: 15

Property Type	Number	Word Mark
Registration Number:	3865025	CONGRESSIONAL STAFF DIRECTORY
Registration Number:	3707560	CONGRESSIONAL STAFF DIRECTORY
Registration Number:	3865026	CONGRESSIONAL STAFF DIRECTORY
Registration Number:	3926049	FEDERAL STAFF DIRECTORY
Registration Number:	3707559	FEDERAL STAFF DIRECTORY
Registration Number:	3920209	FEDERAL STAFF DIRECTORY
Registration Number:	3920210	JUDICIAL STAFF DIRECTORY
Registration Number:	3707561	JUDICIAL STAFF DIRECTORY
Registration Number:	3931481	JUDICIAL STAFF DIRECTORY
Registration Number:	4109579	FIRST STREET
Registration Number:	4115632	FIRST STREET
Registration Number:	4112479	FIRST STREET
Registration Number:	4112558	FIRST STREET COALITION BUILDER
Registration Number:	4136161	FIRST STREET COALITION BUILDER

OP \$390.00 3865025

Registration Number:

4113081

FIRST STREET WHERE PEOPLE & POLICY INTER

CORRESPONDENCE DATA

Fax Number: 2026288844

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: 202-624-2500

Email: afield@crowell.com

Correspondent Name: Crowell & Moring LLP

Address Line 1: P.O. Box 14300

Address Line 4: Washington, DISTRICT OF COLUMBIA 20044-4300

ATTORNEY DOCKET NUMBER:

100654.0000009

NAME OF SUBMITTER:

Todd D Rosenberg

Signature:

/s/ Todd D Rosenberg

Date:

07/24/2013

Total Attachments: 24

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TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (this "Assignment") is made and entered into as of July 9, 2012, by and between SAGE Publications, Inc., a Delaware corporation (the "Assignor"), and Leadership Directories, Inc., a District of Columbia corporation (the "Assignee").

WHEREAS, the Assignor and the Assignee are parties to that certain Asset Purchase Agreement dated as of even date herewith (the "Asset Purchase Agreement");

WHEREAS, this Assignment is contemplated pursuant to the terms of the Asset Purchase Agreement;

WHEREAS, Assignor is the owner of the entire right, title, interest, benefits, privileges and goodwill in and to trademark-related intellectual property and goodwill of the business connected with the use of the trademark-related Business Intangible Property that constitutes a portion of the Acquired Assets, which intellectual property is listed in Exhibit A annexed hereto (the "Trademark-Related Intellectual Property");

WHEREAS, pursuant to the Asset Purchase Agreement, Assignor is required to assign to Assignee Assignor's entire right, title, interest, benefits, privileges and goodwill in and to the Trademark-Related Intellectual Property; and

WHEREAS, pursuant to the Asset Purchase Agreement, Assignee is acquiring Assignor's entire, right, title, interest, benefits and privileges and goodwill in and to the Trademark-Related Intellectual Property.

NOW, THEREFORE, for and in consideration of the premises of the mutual covenants contained herein, and in consideration of the sum of One Dollar (\$1.00) or the equivalent thereof, and other good and valuable consideration, the receipt, adequacy and legal sufficiency of which is hereby acknowledged, the Assignor and Assignee do hereby agree as follows:

1. Capitalized Terms. Capitalized terms used but not defined herein shall have the meanings set forth in the Asset Purchase Agreement.

2. Assignment. Effective as of 12:00 a.m. (Eastern Standard Time) on July 10, 2012 (the "Effective Time"), Assignor hereby sells, assigns, transfers and sets over to Assignee, its successors, assigns and legal representatives, Assignor's entire right, title, interest, benefits, privileges and goodwill associated with and symbolized by the Trademark-Related Intellectual Property and goodwill of the business associated with the Trademark-Related Intellectual Property, including, but not limited to, the associated United States and foreign federal and state registered and common law trademarks, service marks and trade dress, registrations for trademarks, service marks and trade dress and applications for trademarks, service marks and trade dress, including international and regional applications, including, without limitation, the right to renew any registrations, the right to apply for trademark, service mark or trade dress registrations within or outside the United States based in whole or in part upon the trademarks,

service marks and trade dress, and any priority right that may arise from the trademarks, service marks and trade dress.

3. Terms of the Asset Purchase Agreement. The terms of the Asset Purchase Agreement that are applicable to the Trademark-Related Intellectual Property are incorporated herein by this reference. Assignor acknowledges and agrees that the representations, warranties, covenants, agreements and indemnities contained in the Asset Purchase Agreement shall not be superseded hereby but shall remain in full force and effect to the full extent provided therein. In the event of any conflict or inconsistency between the terms of the Asset Purchase Agreement and the terms hereof, the terms of the Asset Purchase Agreement shall govern.

4. Further Actions. At Assignor's reasonable expense, Assignor hereby covenants and agrees to execute and deliver, at the reasonable request of Assignee, such further instruments of transfer and assignment and to take such other action as such Assignee may reasonably request to more effectively consummate the assignments contemplated by this Assignment. Assignor hereby binds its legal representatives, agents, officers, parent corporations, subsidiary corporations, as well as Assignor, to do, upon Assignee's reasonable request and at Assignor's reasonable expense, all acts reasonably serving to assure that the Trademark-Related Intellectual Property shall be held and enjoyed by Assignee as fully and entirely as the same could have been held and enjoyed by Assignor if this assignment had not been made; and particularly to execute and deliver to Assignee all lawful documents including petitions, specifications, oaths, assignments, disclaimers, and affidavits in form and substance as may be reasonably requested by Assignee to effectuate the assignments contemplated by this Assignment; and, with respect thereto, to communicate to Assignee all material facts known to Assignor relating to the Trademark-Related Intellectual Property or the history thereof.

5. Miscellaneous.

(a) Headings. The section headings used herein are inserted for convenience only and shall not affect in any way the meaning or interpretation of this Assignment.

(b) Governing Law. This Assignment shall be governed by and construed in accordance with the domestic laws of the State of New York without giving effect to any choice or conflict of law provision or rule (whether of the State of New York or any other jurisdiction) that would cause the application of the laws of any jurisdiction other than the State of New York.

(c) Binding Effect; Third Party Beneficiaries. This Assignment shall be binding upon and shall inure to the benefit of the Assignee and its successors and, if applicable, permitted assigns. Assignor intends that this Assignment shall not benefit or create any right or cause of action in any Person other than the Assignor or Assignee.

(d) Counterparts. This Assignment may be executed in one or more counterparts, each of which shall constitute an original but when taken together shall constitute but one instrument.

(e) Amendments. This Assignment may be amended, modified or waived only by a written agreement signed by the Assignor and the Assignee. With regard to any power, remedy or right provided in this Assignment or otherwise available to the Assignor or Assignee, (i) no waiver or extension of time shall be effective unless expressly contained in a writing signed by the waiving party, (ii) no alteration, modification or impairment shall be implied by reason of any previous waiver, extension of time, delay or omission in exercise or other indulgence, and (iii) waiver by any party of the time for performance of any act or condition hereunder does not constitute a waiver of the act or condition itself.

[Signatures appear on following pages.]

IN WITNESS WHEREOF, the party hereto has caused this Trademark Assignment to be duly executed on its behalf, on the day and year first above written.

ASSIGNOR:

SAGE PUBLICATIONS, INC.
A Delaware corporation

By: [Signature]
Name: Blaise R. Simqu
Title: President and Chief Executive Officer

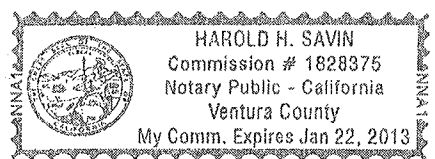
County of Los Angeles)
State of California)

On this 8th day of July, 2012, before me a Notary Public in and for the County and State aforesaid, personally appeared Blaise R. Simqu, to me known and known to me to be the person of that name, who signed and sealed the foregoing instrument, and acknowledged the same to be of his free act and deed.

Notary Public: [Signature]
Commission Expiration Date: 1-22-2013

(SEAL)

State of California
County of Los Angeles
On 7-8-2012 before me, Harold H Savin, Notary Public,
personally appeared BLAISE R SIMQU
who proved to me on the basis of satisfactory evidence to be the person(s)
whose name(s) (is/are) subscribed to the within instrument and acknowledged
to me that he/she/they executed the same in (his/her/their authorized capacity(ies),
and that by his/her/their signature(s) on the instrument the person(s), or the entity
upon behalf of which the person(s) acted, executed the instrument.
I certify under PENALTY OF PERJURY under the laws of the State of California that the
foregoing paragraph is true and correct.
WITNESS my hand and official seal. [Signature]



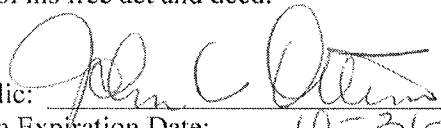
ASSIGNEE:

LEADERSHIP DIRECTORIES, INC.
A District of Columbia corporation

By: 
Name: Gretchen G. Teichgraeber
Title: Chief Executive Officer

County of New York,
State of New York

On this 9 day of July, 2012, before me a Notary Public in and for the County and State aforesaid, personally appeared Gretchen G. Teichgraeber, to me known and known to me to be the person of that name, who signed and sealed the foregoing instrument, and acknowledged the same to be of his free act and deed.

Notary Public: 
Commission Expiration Date: 10-31-13

(SEAL)

JOHN C. OTTINO
Notary Public, State of New York
No. 01OT4747755
Qualified in New York County
Commission Expires Oct. 31, 2009
2013

EXHIBIT A

Trademark-Related Intellectual Property

Mark	Class No.	Filing Date	Goods/Services	Publication Date	Register	Registration No.	Date of Registration	Series Code	Status	Expiration Date
CONGRESSIONAL STAFF DIRECTORY	9	08/28/2008	Downloadable files containing text relating to scholarly information, academic information, political information, professional information, and technical research including educational information in the fields of academics, politics, and business	05/18/2010	Principal	3865025	10/19/2010	77	Registered	10/19/2020
CONGRESSIONAL STAFF DIRECTORY	16	08/28/2008	Printed books featuring scholarly information, academic information, political information and professional information in the fields of	08/25/2009	Principal	3707560	11/10/2009	77	Registered	11/10/2019

"Directories" Marks

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Mark	Class No.	Filing Date	Goods/Services	Publication Date	Register	Registration No.	Date of Registration	Series Code	Status	Expiration Date
CONGRESSIONAL STAFF DIRECTORY	41	08/28/2008	politics and business Providing online documents featuring scholarly information, academic information, political information, professional information and technical research including educational information in the fields of academics, politics, and business; providing information in fields of educational research in the fields of political science, international studies, history, journalism, communications, and social sciences via global computer networks	11/24/2009	Principal	3865026	10/19/2010	77	Registered	10/19/2020

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Mark	Class No.	Filing Date	Goods/Services	Publication Date	Register	Registration No.	Date of Registration	Series Code	Status	Expiration Date
FEDERAL STAFF DIRECTORY	9	08/28/2008	Audio, audio visual, video, photographic, and multi-media recordings, namely, compact discs, CD-ROMs, and DVDs all featuring scholarly information, academic information, political information, professional information, and technical research including training and educational information in the fields of academics, politics, business, science, and medicine; downloadable electronic publications, namely, books, journals, newsletters, and	04/20/2010	Principal	3926049	03/01/2011	77	Registered	03/01/2021

Mark	Class No.	Filing Date	Goods/Services	Publication Date	Register	Registration No.	Date of Registration	Series Code	Status	Expiration Date
			periodicals featuring scholarly information, academic information, political information, professional information, and technical research including training and educational information in the fields of academics, politics, business, science, and medicine via global computer networks; computer database software for electronic database in the fields of scholarly information, academic information, political information, professional							

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Mark	Class No.	Filing Date	Goods/Services	Publication Date	Register	Registration No.	Date of Registration	Series Code	Status	Expiration Date
			information, and technical research in training and educational information in the fields of academics, politics, business, science, and medicine; downloadable multi-media files containing artwork, text, audio, video, and internet web links relating to scholarly information, academic information, political information, professional information, and technical research including training and educational information in the fields of academics, politics, business,							

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Mark	Class No.	Filing Date	Goods/Services	Publication Date	Register	Registration No.	Date of Registration	Series Code	Status	Expiration Date
FEDERAL STAFF DIRECTORY	16	08/28/2008	science, and medicine Printed books featuring scholarly information, academic information, political information and professional information in the fields of politics and business	08/25/2009	Principal	3707559	11/10/2009	77	Registered	11/10/2019
FEDERAL STAFF DIRECTORY	41	08/28/2008	Publishing services, namely, publishing of books, journals, magazines, newsletters, catalogues, and documents; multi-media publishing of books, magazines, journals, software, and electronic publications; providing online publications in the nature of books, journals, newsletters, and catalogues, and	04/13/2010	Principal	3920209	02/15/2011	77	Registered	02/15/2021

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Mark	Class No.	Filing Date	Goods/Services	Publication Date	Register	Registration No.	Date of Registration	Series Code	Status	Expiration Date
			documents featuring scholarly information, academic information, political information, professional information and technical research including training and educational information in the fields of academics, politics, business, science, and medicine; providing information in fields of educational research and training in the fields of political science, psychology, international studies, history, journalism, communications, sociology, social sciences, natural							

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Mark	Class No.	Filing Date	Goods/Services	Publication Date	Register	Registration No.	Date of Registration	Series Code	Status	Expiration Date
JUDICIAL STAFF DIRECTORY	9	08/28/2008	sciences, and humanities via global computer networks Audio, audio visual, video, photographic, and multi-media recordings, namely, compact discs, CD-ROMs, and DVDs all featuring scholarly information, academic information, legal information, political information, professional information, and technical research including training and educational information in the fields of academics, law, politics, business, science, and medicine;	07/06/2010	Principal	3920210	02/15/2011	77	Registered	02/15/2021

Mark	Class No.	Filing Date	Goods/Services	Publication Date	Register	Registration No.	Date of Registration	Series Code	Status	Expiration Date
			downloadable electronic publications, namely, books, journals, newsletters, and periodicals featuring scholarly information, academic information, legal information, political information, professional information, and technical research including training and educational information in the fields of academics, law, politics, business, science, and medicine via global computer networks; computer software for providing a searchable database of							

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Mark	Class No.	Filing Date	Goods/Services	Publication Date	Register	Registration No.	Date of Registration	Series Code	Status	Expiration Date
			information in the fields of scholarly information, academic information, legal information, political information, professional information, and technical research in training and educational information in the fields of academics, law, politics, business, science, and medicine; downloadable multi-media files containing artwork, text, audio, video, and internet web links relating to scholarly information, academic information, legal information, political							

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Mark	Class No.	Filing Date	Goods/Services	Publication Date	Register	Registration No.	Date of Registration	Series Code	Status	Expiration Date
JUDICIAL STAFF DIRECTORY	16	08/28/2008	information, professional information, and technical research including training and educational information in the fields of academics, law, politics, business, science, and medicine Printed books featuring academic information, legal information, political information and professional information in the fields of academics, law and politics	08/25/2009	Principal	3707561	11/10/2009	77	Registered	11/10/2019
JUDICIAL STAFF DIRECTORY	41	08/28/2008	Publishing services, namely, publishing of books, journals, magazines, newsletters, catalogues, and documents; multi-media	04/13/2010	Principal	3931481	03/15/2011	77	Registered	03/15/2021

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Mark	Class No.	Filing Date	Goods/Services	Publication Date	Register	Registration No.	Date of Registration	Series Code	Status	Expiration Date
			publishing of books, magazines, journals, software, and electronic publications; providing online publications in the nature of books, journals, newsletters, catalogues, and documents featuring scholarly information, academic information, legal information, political information, professional information and technical research including training and educational information in the fields of academics, law, politics, business, science, and medicine;							

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Mark	Class No.	Filing Date	Goods/Services	Publication Date	Register	Registration No.	Date of Registration	Series Code	Status	Expiration Date
			providing information in fields of educational research and training in the fields of political science, psychology, international studies, law, history, journalism, communications, sociology, social sciences, natural sciences, and humanities via global computer networks							
"First Street" Marks										
FIRST STREET	9	06/09/2010	Downloadable multi-media files containing text, audio, video, and internet web links relating to governmental information, legislative information, political information and professional information in the fields of government,	11/02/2010	Principal	4109579	03/06/2012		Registered	03/06/2022

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Mark	Class No.	Filing Date	Goods/Services	Publication Date	Register	Registration No.	Date of Registration	Series Code	Status	Expiration Date
FIRST STREET	16	06/10/2010	legislature, politics and business Printed periodicals and documents in the nature of printed reports featuring governmental information, legislative information, political information and professional information in the fields of government, legislature, politics and business	11/02/2010	Principal	4115632	03/20/2012		Registered	03/20/2022
FIRST STREET	35	06/09/2010	Providing information and research directories for consultation, counseling and research purposes in the nature of providing an online directory information service featuring information regarding governments,	11/02/2010	Principal	4112479	03/13/2012		Registered	03/13/2022

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Mark	Class No.	Filing Date	Goods/Services	Publication Date	Register	Registration No.	Date of Registration	Series Code	Status	Expiration Date
FIRST STREET COALITION BUILDER	9	07/19/2010	legislatures and politics; online computer database featuring government affairs, political issues, and information about legislative developments as it relates to businesses, the foregoing for consultation, counseling and research purposes; providing information and news in the field of political issues, political elections and government affairs; providing information and news on legislative developments as they relate to and can impact business	11/02/2010	Principal	4112558	03/13/2012		Registered	03/13/2022

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Mark	Class No.	Filing Date	Goods/Services	Publication Date	Register	Registration No.	Date of Registration	Series Code	Status	Expiration Date
FIRST STREET COALITION BUILDER	35	07/19/2010	audio, video, and internet web links relating to governmental information, legislative information, political information and professional information in the fields of government, legislature, politics and business	11/02/2010	Principal	4136161	05/01/2012		Registered	05/01/2022
			Providing information and research directories for consultation, counseling and research purposes in the nature of providing an online directory information service featuring information regarding governments, legislatures and politics; online computer database featuring							

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Mark	Class No.	Filing Date	Goods/Services	Publication Date	Register	Registration No.	Date of Registration	Series Code	Status	Expiration Date
FIRST STREET WHERE PEOPLE & POLICY INTERSECT & DESIGN	35	04/15/2011	government affairs, political issues, and information about legislative developments as it relates to businesses, the foregoing for consultation, counseling and research purposes; providing information and news in the field of political issues, political elections and government affairs; providing information and news on legislative developments as they relate to and can impact business	08/02/2011	Principal	4113081	03/13/2012		Registered	03/13/2022

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Mark	Class No.	Filing Date	Goods/Services	Publication Date	Register	Registration No.	Date of Registration	Series Code	Status	Expiration Date
			nature of providing an online directory information service featuring information regarding governments, legislatures and politics; online computer database featuring government affairs, political issues, and information about legislative developments as it relates to businesses, the foregoing for consultation, counseling and research purposes; providing information and news in the field of political issues, political elections and government affairs; providing information and news on							

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Mark	Class No.	Filing Date	Goods/Services	Publication Date	Register	Registration No.	Date of Registration	Series Code	Status	Expiration Date
			legislative developments as they relate to and can impact business							