

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
Lumina Foundation for Education, Inc.		08/02/2013	Non-profit corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	American Council on Education		
Street Address:	One Dupont Circle, N.W.		
City:	Washington		
State/Country:	DISTRICT OF COLUMBIA		
Postal Code:	20036		
Entity Type:	Non-profit corporation: DISTRICT OF COLUMBIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3407268	KNOW HOW 2 GO	
CORRESPONDENCE DATA			
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:	3174238820		
Email:	brad@reichelip.com		
Correspondent Name:	Bradley M. Stohry		
Address Line 1:	212 West 10th Street		
Address Line 2:	Suite D-280		
Address Line 4:	Indianapolis, INDIANA 46202		
NAME OF SUBMITTER:	Bradley M. Stohry		
Signature:	/bms/		
Date:	08/09/2013		
Total Attachments: 1 source=Assignment of KH2GO Trademark#page1.tif			

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CONFIRMATORY ASSIGNMENT

This Confirmatory Assignment is effective as of July 31, 2013, by and between Lumina Foundation for Education, Inc. ("Assignor") and American Council of Education ("Assignee").

WHEREAS, Assignor and Assignee are parties to a Memorandum of Understanding dated August 10, 2012, pursuant to which Assignor conveyed to Assignee, among other assets, the entire right, title and interest in and to the KNOW HOW TO GO trademark (the "Mark"), including all rights associated with U.S. Trademark Reg. No. 3,407,268 (the "Registration") and the goodwill of the business associated with or symbolized by the Mark; and

WHEREAS, Assignor and Assignee are entering into this Confirmatory Assignment, which can be recorded with the U.S. Patent and Trademark Office (the "USPTO") in order to confirm the transfer of the rights in the Registration to Assignee.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged:

1. Assignor hereby confirms that it has assigned to Assignee all of Assignors' right, title and interest in, to and under the Mark, together with the goodwill of the business associated with or symbolized by the Mark, the Registration and any and all common law rights in the Mark owned by Assignor, including, but not limited to, the right to sue and collect damages for any past or future infringements of the Mark.

2. Assignor authorizes this Confirmatory Assignment to be recorded with the USPTO so that all rights in the Registration can be formally transferred to Assignee.

IN WITNESS WHEREOF, the parties acknowledge that they have read, understand, and agree to the terms and conditions of this Confirmatory Assignment.

Lumina Foundation for Education, Inc.

American Council of Education

By: [Signature]

By: [Signature]

Printed: Jamie P. Mergatis

Printed: ADA MELOY

Title: President/CEO

Title: GENERAL COUNSEL

Date: 8/2/13

Date: 8/7/13