

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

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| <b>SUBMISSION TYPE:</b>      | NEW ASSIGNMENT                               |
| <b>NATURE OF CONVEYANCE:</b> | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL |

**CONVEYING PARTY DATA**

| Name                         | Formerly | Execution Date | Entity Type            |
|------------------------------|----------|----------------|------------------------|
| Key Professional Media, Inc. |          | 12/31/2013     | CORPORATION: MINNESOTA |

**RECEIVING PARTY DATA**

|                    |                                      |
|--------------------|--------------------------------------|
| Name:              | Key Enterprises LLC                  |
| Doing Business As: | MSP Communications                   |
| Street Address:    | 225 South Sixth Street               |
| Internal Address:  | Suite 5200                           |
| City:              | Minneapolis                          |
| State/Country:     | MINNESOTA                            |
| Postal Code:       | 55402                                |
| Entity Type:       | LIMITED LIABILITY COMPANY: MINNESOTA |

**PROPERTY NUMBERS Total: 4**

| Property Type        | Number  | Word Mark               |
|----------------------|---------|-------------------------|
| Registration Number: | 3790261 | SUPER DENTISTS          |
| Registration Number: | 2821140 | ONLY OUR NAME IS BORING |
| Registration Number: | 3603348 | SUPER DOCTORS           |
| Registration Number: | 2153915 | LAW & POLITICS          |

**CORRESPONDENCE DATA**

Fax Number: 6126077100  
*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*

Phone: 612-607-7325  
 Email: bgrahn@oppenheimer.com  
 Correspondent Name: Barbara Grahn  
 Address Line 1: 222 South Ninth Street  
 Address Line 2: Suite 2000  
 Address Line 4: Minneapolis, MINNESOTA 55402

CH \$115.00 3790261

|  |                 |
|--|-----------------|
| ATTORNEY DOCKET NUMBER:                                    | 18386-2         |
| NAME OF SUBMITTER:   | Barbara Grahn   |
| Signature:   | /Barbara Grahn/ |
| Date:  | 12/31/2013      |
| Total Attachments: 1<br>source=KPM TM Assignment#page1.tif |                 |

**TRADEMARK ASSIGNMENT**

WHEREAS, **Key Professional Media, Inc.**, a Minnesota corporation having a place of business at 220 South Sixth Street, Suite 500, Minneapolis, Minnesota, 55402 ("Assignor") has adopted, is using or has used, and is the owner of the following trademarks (the "Marks"), registered in the U. S. Patent and Trademark Office:

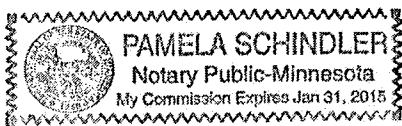
| MARK                    | REG. NO. | REG. DATE      |
|-------------------------|----------|----------------|
| <b>Super Dentists</b>   | 3790261  | May 18, 2010   |
| ONLY OUR NAME IS BORING | 2821140  | March 9, 2004  |
| SUPER DOCTORS           | 3603348  | April 7, 2009  |
| LAW & POLITICS          | 2153915  | April 28, 1998 |

WHEREAS, **Key Enterprises LLC**, a Minnesota limited liability company having a place of business at 225 South Sixth Street, Suite 5200, Minneapolis, Minnesota 55402 ("Assignee") desires to acquire the Marks and the registrations for the marks;

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks and the registrations identified above.

**KEY PROFESSIONAL MEDIA, INC.**

*C. F. Theil*  
 Signature  
Charles F. Theil  
 Printed Name  
President  
 Title  
December 31, 2013  
 Date



3044560 v.1

*Subscribed to and sworn to before  
 Me this 31<sup>st</sup> day of December 2013  
 Pamela Schindler 12-31-13*