

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	12/21/2013

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Promosed LLC		02/04/2014	LIMITED LIABILITY COMPANY: MASSACHUSETTS

RECEIVING PARTY DATA

Name:	Channing Bete Company, Inc.
Street Address:	One Community Place
City:	South Deerfield
State/Country:	MASSACHUSETTS
Postal Code:	01373
Entity Type:	CORPORATION: MASSACHUSETTS

PROPERTY NUMBERS Total: 6

Property Type	Number	Word Mark
Serial Number:	85413304	PROMOSED
Serial Number:	85453531	PROMOSED
Serial Number:	85465055	PROMOSED PROMOTE · INFORM · EDUCATE
Serial Number:	85978732	PROMOSED
Serial Number:	85978708	PROMOSED
Serial Number:	85978691	PROMOSED PROMOTE · INFORM · EDUCATE

CORRESPONDENCE DATA

Fax Number: 6172274420
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: 6172390419
 Email: trademark@edwardswildman.com, pconcannon@edwardswildman.com

Correspondent: Patrick J. Concannon

CH \$165.00 85413304

Name:
Address Line 1: Edwards Wildman Palmer LLP
Address Line 2: F.D.R. Station, P.O. Box 130
Address Line 4: New York, NEW YORK 10150

ATTORNEY DOCKET NUMBER:	204866-4009
NAME OF SUBMITTER:	Patrick J. Concannon
Signature:	/PJC/
Date:	02/04/2014

Total Attachments: 3
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TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement, effective *nunc pro tunc* as of December 21, 2013, is entered into by and between Promosed LLC, a Massachusetts limited liability company with its principal business address at 38 Greenfield Street, Greenfield, Massachusetts 01301 (“Assignor”), and Channing Bete Company, Inc., a Massachusetts corporation with its principal business address at One Community Place, South Deerfield, Massachusetts 01373 (“Assignee”).

WHEREAS, Assignor is the owner of the trademarks listed at Exhibit A, which have been used or have been intended for use in connection with Assignor’s business (hereinafter the “Marks”);

WHEREAS, Assignee is desirous of acquiring the Marks, any registrations or applications for registration therefor, and the goodwill associated therewith;

WHEREAS, Assignee is successor to the business of Assignor in connection with which Assignor has used, and has maintained a bona fide intent to use, the Marks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign to Assignee all right, title and interest in and to the Marks and any registrations or applications for registration therefor, the goodwill symbolized by the Marks and all accrued causes of action for infringement or misappropriation thereof.

FURTHER, Assignor agrees to execute and deliver at a future date any and all further acts, conveyances, transfers, assignments, instruments and assurances, without compensation, as Assignee reasonably determines are required to perfect Assignee’s ownership of or title to the Marks and any registrations or applications for registration therefor or to evidence the full and effective implementation and consummation of the assignment of the Marks and any registrations or applications therefor.

[Signature Page Follows.]

IN WITNESS WHEREOF, Assignor has caused this Assignment of Trademark to be executed.

PROMOSED LLC

By: _____
 (signature)

Jason C. Niles
 Manager

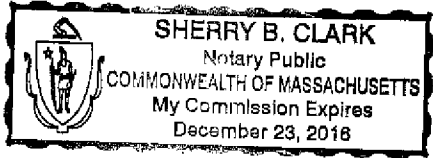
 (date) 2/4/14

COMMONWEALTH OF MASSACHUSETTS)
)
 COUNTY OF FRANKLIN)

On this 4th day of February, 2014, before me, the undersigned notary public, personally appeared Jason C. Niles, proved to me through satisfactory evidence of identification, being (check whichever applies):

- driver's license or other state or federal governmental document bearing a photographic image,
- oath or affirmation of a credible witness known to me who knows the above signatory, or
- my own personal knowledge of the identity of the signatory, to be the person whose name is signed above,

and acknowledged the foregoing to be signed by him/her voluntarily for its stated purpose.



Notary Public Sherry B. Clark
 My commission expires: 12-23-14
 Print Notary Public's Name: Sherry B. Clark
 Qualified in the Commonwealth of Massachusetts





ACKNOWLEDGED:

CHANNING BETE COMPANY, INC.

By: _____
 (signature)
Jonathan A. Bete
 (printed name)
Vice - President, Publishing
 (title)

 (date) 2/4/14

Exhibit A
Trademarks

Country	Mark	Appl. No. / Reg. No.	App. Filing Date / Reg. Date	Status
U.S.A.	PROMOSED	85/413304	9/1/2011	Pending
U.S.A.		85/453531	10/21/2011	Pending
U.S.A.	 Promote • Inform • Educate	85/465055	11/4/2011	Pending
U.S.A.	PROMOSED	85/978732 4326004	9/1/2011 4/23/2013	Registered
U.S.A.		85/978708 4326001	10/21/2011 4/23/2013	Registered
U.S.A.	 Promote • Inform • Educate	85/978691 4340066	11/4/2011 5/21/2013	Registered