

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM317391

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
B2A, LLC		04/08/2014	LIMITED LIABILITY COMPANY: COLORADO
RECEIVING PARTY DATA			
Name:	Red Book Connect, LLC		
Street Address:	1305 Chastain Road, Bldg. 100		
Internal Address:	Suite 500		
City:	Kennesaw		
State/Country:	GEORGIA		
Postal Code:	30144		
Entity Type:	LIMITED LIABILITY COMPANY: COLORADO DELAWARE		
PROPERTY NUMBERS Total: 14			
Property Type	Number	Word Mark	
Registration Number:	4313572	B2A	
Registration Number:	4511441	PLANIT PLANNERS	
Registration Number:	3356452	ERED BOOK	
Registration Number:	3506666	ISPEC	
Registration Number:	3087300	WE MAKE GOOD MANAGERS BETTER	
Registration Number:	3100193	THE MANAGER'S RED BOOK	
Registration Number:	3720855	TURNING YOUR OBJECTIVES INTO REALITY	
Registration Number:	3826846	POWER OF 3	
Registration Number:	3850671	SOURCE 2 SOURCE	
Registration Number:	3894376	INSIDE TECHNIQUES	
Registration Number:	3524980	RED BOOK READY	
Registration Number:	2291009		
Registration Number:	2062636	POCKET ROCKET	
Registration Number:	2080678	DATAWORKS	
CORRESPONDENCE DATA			
Fax Number:	4048538806		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			

CH \$365.00 4313572

Phone: 404-853-8000
Email: julie.murphy@sutherland.com
Correspondent Name: Sutherland Asbill & Brennan LLP
Address Line 1: 999 Peachtree Street NE
Address Line 4: Atlanta, GEORGIA 30309-3996

ATTORNEY DOCKET NUMBER: 17679-0000

NAME OF SUBMITTER: Julie Murphy

SIGNATURE: /Julie Murphy/

DATE SIGNED: 09/18/2014

Total Attachments: 2

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ASSIGNMENT OF TRADEMARK REGISTRATIONS

WHEREAS, B2A, LLC, a ^{limited liability company} ~~corporation~~ of the State of Colorado, having an address at 4550 South Windermere Street, Englewood, Colorado 80110 ("Assignor") has adopted and is using trademarks which are registered in the United States Patent & Trademark Office. A list of such trademarks is attached hereto as Exhibit A. (hereafter, collectively, the Trademarks); and

WHEREAS, Red Book Connect, LLC, a ^{limited liability company} ~~corporation~~ of the State of Delaware, having an address at 1305 Chastain Road, Building 100, Ste. 500, Kennesaw, Georgia 30144 ("Assignee"), is desirous of acquiring the Trademarks and the registrations thereof, together with the good will of the business symbolized by the Trademarks;

NOW, THEREFORE, for good and valuable consideration, receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign, sell, and transfer unto Assignee all right, title and interest in the Trademarks and in the registrations of the Trademarks, including the right to sue for damages and other remedies in respect of any infringement of the Trademarks which may have occurred before the date of this assignment, together with the good will of the business symbolized by the Trademarks.

B2A, LLC (Assignor)

By: _____

Title: _____









Date: April 8, 2014

SAB Docket No: 17679-0000

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TRADEMARK
REEL: 005366 FRAME: 0213

EXHIBIT A

MARK	App. No.	Reg. No.
B2A	85240914	4313572
 Planit Planners	85651769	4511441
 eRed Book	78961888	3356452
 iSpec	78959308	3506666
WE MAKE GOOD MANAGERS BETTER	78514610	3087300
 The Manager's Red Book	78514601	3100193
TURNING YOUR OBJECTIVES INTO REALITY	77597051	3720855
POWER OF 3	77558424	3826846
Source  Source	77556992	3850671
 Inside Techniques	77556915	3894376
Red Book  Ready	77175785	3524980
	75505433	2291009
POCKET ROCKET	74729144	2062636
DATAWORKS	74729141	2080678