

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM319740

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
MeasureUp, LLC		10/07/2014	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	NCS Pearson, Inc.		
Street Address:	5601 Green Valley Drive		
City:	Bloomington		
State/Country:	MINNESOTA		
Postal Code:	55437		
Entity Type:	CORPORATION: MINNESOTA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2291112	MEASUREUP	
CORRESPONDENCE DATA			
Fax Number:	9526813066		
<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>			
Phone:	(952) 681-3058		
Email:	paul.mussell@pearson.com		
Correspondent Name:	Paul W. Mussell, Associate General Couns		
Address Line 1:	5601 Green Valley Drive		
Address Line 2:	NCS Pearson, Inc.		
Address Line 4:	Bloomington, MINNESOTA 55437		
ATTORNEY DOCKET NUMBER:	MUP LLC/NCSP TM ASSIGNMNT		
NAME OF SUBMITTER:	Nancy K Pond		
SIGNATURE:	/Nancy K Pond/		
DATE SIGNED:	10/10/2014		
Total Attachments: 2			
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OP \$40.00 2291112

SCHEDULE A - MEASUREUP, INC.

Trademark	Country	Serial No/Appl No	Serial/Appl Date	Reg No	Reg Date
MEASUREUP	USA	75/541008	8/21/1998	2291112	11/9/1999