

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM328652

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	Security Agreement

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
The Advisory Board Company		01/09/2015	CORPORATION: DELAWARE
Clinovations, LLC		01/09/2015	LIMITED LIABILITY COMPANY: DELAWARE
Royall & Company		01/09/2015	CORPORATION: VIRGINIA

## RECEIVING PARTY DATA

<b>Name:</b>	JPMorgan Chase Bank, N.A., as Administrative Agent
<b>Street Address:</b>	P.O. Box 6026, IL1-1145/54/63
<b>City:</b>	Chicago
<b>State/Country:</b>	ILLINOIS
<b>Postal Code:</b>	60680-6026
<b>Entity Type:</b>	Association: UNITED STATES

## PROPERTY NUMBERS Total: 63

Property Type	Number	Word Mark
Registration Number:	4147330	CRIMSON MARKET ADVANTAGE
Registration Number:	4147331	CRIMSON PRACTICE MANAGEMENT
Registration Number:	2711197	PIVOTHEALTH
Registration Number:	2106489	THE ADVISORY BOARD
Registration Number:	2106050	THE ADVISORY BOARD
Registration Number:	3024937	THE ADVISORY BOARD TH:2
Registration Number:	2699618	THE ADVISORY BOARD TH:2
Registration Number:	2029400	THE HEALTH CARE INDUSTRY COMMITTEE
Registration Number:	2029405	THE HEALTH CARE INDUSTRY COMMITTEE
Registration Number:	3580481	H WORKS
Registration Number:	2486271	H*WORKS
Registration Number:	3462354	
Registration Number:	3448042	NURSING COMPASS
Registration Number:	4065473	NURSING COMPASS
Registration Number:	3448041	REVENUE CYCLE COMPASS
Registration Number:	3638249	CRIMSON INITIATIVE
Registration Number:	3606775	ED COMPASS

TRADEMARK

Property Type	Number	Word Mark
Registration Number:	4065472	ED COMPASS
Registration Number:	3562740	EDUCATION ADVISORY BOARD
Registration Number:	3690369	EDUCATION ADVISORY BOARD
Registration Number:	3643439	CATH LAB COMPASS
Registration Number:	2749735	AMERICAN HEALTH LINE
Registration Number:	2082626	HEALTH CARE ADVISORY BOARD
Registration Number:	2106490	HEALTH CARE ADVISORY BOARD
Registration Number:	3458108	SPEND COMPASS
Registration Number:	4065468	SPEND COMPASS
Registration Number:	3260322	SURGERY COMPASS
Registration Number:	4065469	SURGERY COMPASS
Registration Number:	3920996	SOUTHWIND
Registration Number:	4065471	REVENUE CYCLE COMPASS
Registration Number:	3743938	REVENUE INTEGRITY COMPASS
Registration Number:	4065470	REVENUE INTEGRITY COMPASS
Registration Number:	3448219	SELF-PAY COMPASS
Registration Number:	4103941	SELF PAY COMPASS
Registration Number:	3580472	COMPASS CONNECT
Registration Number:	2029404	COUNCIL OF INTERNATIONAL HOSPITALS
Registration Number:	2029402	COUNCIL OF INTERNATIONAL HOSPITALS
Registration Number:	4110827	THE ADVISORY BOARD COMPANY
Registration Number:	4148995	MEANINGFUL USE NAVIGATOR
Registration Number:	2531609	ACTIVESTRATEGY
Registration Number:	2672771	ACTIVESTRATEGY ENTERPRISE
Registration Number:	2531608	ACTIVESTRATEGY
Registration Number:	4223379	SURGICAL PROFITABILITY COMPASS
Registration Number:	4250563	CRIMSON CLINICAL ADVANTAGE
Registration Number:	4265228	A
Registration Number:	4326552	PAYMENT NAVIGATION INITIATIVE
Registration Number:	4327663	PAYMENT INTEGRITY COMPASS
Registration Number:	4324843	UNIVERSITY SPEND COLLABORATIVE
Registration Number:	4354612	CRIMSON CONTINUUM OF CARE
Registration Number:	4373053	A THE ADVISORY BOARD COMPANY MEDICAL GRO
Registration Number:	4350612	CRIMSON CARE REGISTRY
Registration Number:	4409936	IROUND
Registration Number:	4483827	ICD-10 COMPASS
Registration Number:	4618104	CRIMSON REAL TIME READMISSIONS
Registration Number:	4034873	CLINOVATIONS

Property Type	Number	Word Mark
Registration Number:	4609098	CLINOVATIONS CENTER FOR POPULATION HEALT
Registration Number:	3087883	EQUAL
Registration Number:	3013533	ROYALL
Registration Number:	3013534	ROYALL & COMPANY
Registration Number:	4621765	DEPOSIT IQ
Registration Number:	4643464	CARE TEAM CONNECT
Serial Number:	85508668	CRIMSON POPULATION RISK MANAGEMENT
Serial Number:	86471405	AUDIENCERX

**CORRESPONDENCE DATA**

**Fax Number:**

*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.*

**Email:** marina.kelly@thomsonreuters.com

**Correspondent Name:** Elaine Carrera, Legal Assistant

**Address Line 1:** 80 Pine Street

**Address Line 2:** c/o Cahill Gordon & Reindel LLP

**Address Line 4:** New York, NEW YORK 10005

<b>NAME OF SUBMITTER:</b>	Elaine Carrera, Legal Assistant
<b>SIGNATURE:</b>	/Marina Kelly, Thomson Reuters/
<b>DATE SIGNED:</b>	01/12/2015

**Total Attachments: 12**

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### RECORDATION FORM COVER SHEET TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

**1. Name of conveying party(ies):**

- 1. The Advisory Board Company
- 2. Clinovations, LLC
- 3. Royall & Company

- Individual(s)                       Association  
 Partnership                         Limited Partnership  
 Corporation- State: \_\_\_\_\_  
 Other 1. Corp.-DE; 2. LLC-DE; 3. Corp.-VA

Citizenship (see guidelines) USA

Additional names of conveying parties attached?  Yes  No

**3. Nature of conveyance/Execution Date(s) :**

Execution Date(s) January 9, 2015

- Assignment                               Merger  
 Security Agreement                       Change of Name  
 Other \_\_\_\_\_

**2. Name and address of receiving party(ies)**

Additional names, addresses, or citizenship attached?  Yes  No

Name: JPMorgan Chase Bank, N.A., as administrative agent

Street Address: P.O. Box 6026, IL1-1145/54/63

City: Chicago

State: Illinois

Country: USA Zip: 60680-6026

- Individual(s) Citizenship \_\_\_\_\_  
 Association Citizenship USA  
 Partnership Citizenship \_\_\_\_\_  
 Limited Partnership Citizenship \_\_\_\_\_  
 Corporation Citizenship \_\_\_\_\_  
 Other \_\_\_\_\_ Citizenship \_\_\_\_\_

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
(Designations must be a separate document from assignment)

**4. Application number(s) or registration number(s) and identification or description of the Trademark.**

A. Trademark Application No.(s) \_\_\_\_\_ Text \_\_\_\_\_

B. Trademark Registration No.(s) \_\_\_\_\_

See attached Trademark Schedule

See attached Trademark Schedule

Additional sheet(s) attached?  Yes  No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

**5. Name & address of party to whom correspondence concerning document should be mailed:**

Name: Elaine Carrera, Legal Assistant

Internal Address: \_\_\_\_\_

Street Address: c/o Cahill Gordon & Reindel LLP

80 Pine Street

City: New York

State: NY Zip: 10005

Phone Number: (212) 701-3365

Docket Number: \_\_\_\_\_

Email Address: ecarrera@cahill.com

**6. Total number of applications and registrations involved:**

**63**

**7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ \_\_\_\_\_**

- Authorized to be charged to deposit account  
 Enclosed

**8. Payment Information:**

Deposit Account Number \_\_\_\_\_

Authorized User Name \_\_\_\_\_

9. Signature: Elaine Carrera  
Signature

January 9, 2015  
Date

Elaine Carrera

Name of Person Signing

Total number of pages including cover sheet, attachments, and document: **12**

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to: Mail Stop Assignment Recordation Branch, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

CONFIRMATORY GRANT OF SECURITY INTEREST  
IN UNITED STATES TRADEMARKS

THIS CONFIRMATORY GRANT OF SECURITY INTEREST IN UNITED STATES TRADEMARKS (as the same may be amended, restated, supplemented or otherwise modified from time to time, the "Confirmatory Grant") is made effective as of January 9, 2015 by and from The Advisory Board Company, a Delaware corporation (the "Borrower") and Royall & Company, a Virginia corporation (a "Grantor" and, together with The Advisory Board Company, each a "Grantor" and together, the "Grantors") to and in favor of JPMORGAN CHASE BANK, N.A., for itself and as Administrative Agent for the Secured Parties (as defined in the Credit Agreement referenced below) (in such capacities, "Grantee").

WHEREAS, the Borrower, the Lenders and Grantee have entered into a Credit Agreement dated as of the date hereof (as may be amended, restated, supplemented or otherwise modified from time to time, the "Credit Agreement").

WHEREAS, certain Subsidiaries of the Borrower have guaranteed the repayment of the Secured Obligations pursuant to a Guaranty dated as of the date hereof (as may be amended, restated, supplemented or otherwise modified from time to time).

WHEREAS, the Grantors and certain Subsidiaries of the Borrower have entered into a Pledge and Security Agreement dated as of the date hereof (as may be amended, restated, supplemented or otherwise modified from time to time, the "Security Agreement").

WHEREAS, each Grantor owns the trademarks listed on Exhibit A attached hereto (the "Trademarks"), which Trademarks are pending or registered with the United States Patent and Trademark Office.

WHEREAS, this Confirmatory Grant has been executed and delivered by the Grantors in conjunction with the security interest granted under the Security Agreement to Grantee for the ratable benefit of the Secured Parties for the purpose of recording the grant of security interest with the United States Patent and Trademark Office.

NOW, THEREFORE, in consideration of the mutual covenants and agreements set forth herein and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, it is hereby agreed that:

1) Definitions. All capitalized terms not defined herein shall have the respective meaning given to them in the Credit Agreement and the Security Agreement.

2) The Security Interest.

(a) This Confirmatory Grant is made to secure the satisfactory performance and payment of (i) all the Secured Obligations and (ii) all of the obligations and liabilities of the Subsidiary Guarantors under the Credit Agreement. Upon the payment in full of all Secured Obligations (other than Unliquidated Obligations), Grantee shall promptly, upon such satisfaction, execute, acknowledge, and deliver to the Borrower all reasonably requested instruments in writing releasing the security interest in the Trademarks acquired under the Security Agreement and this Confirmatory Grant.

(b) Each Grantor hereby grants to Grantee a security interest in (1) all of such Grantor's right, title and interest in and to the Trademarks now owned or from time to time after the date hereof owned or acquired by the Grantors, together with (2) all proceeds of such Trademarks, (3) the goodwill associated with such Trademarks and (4) all causes of action arising prior to or after the date hereof for infringement of such Trademarks or unfair competition regarding the same.

(c) Notwithstanding anything to the contrary herein, this Confirmatory Grant and the security interests granted hereby are subject to the limitations set forth in Article II of the Security Agreement (which are incorporated herein *mutatis mutandis* by this reference).

(d) The rights and remedies of Grantee with respect to the security interest granted herein are without prejudice to and are in addition to, and not in limitation of, those set forth in the Security Agreement and the other Loan Documents. The Grantors hereby acknowledge and affirm that the rights and remedies of Grantee with respect to the Trademarks are more fully set forth in the Security Agreement, the terms and provisions of which are incorporated herein by reference as if fully set forth herein. In the event that any provisions of this Confirmatory Grant are deemed to conflict with the Security Agreement, the provisions of the Security Agreement shall govern.

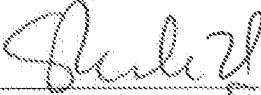
3) Counterparts. This Confirmatory Grant may be executed in any number of counterparts and by different parties in separate counterparts, each of which when so executed shall be deemed to be an original and all of which taken together shall constitute one and the same agreement. Signature pages may be detached from multiple separate counterparts and attached to a single counterpart.

4) Governing Law. This Confirmatory Grant and the rights and obligations of the parties hereto shall be governed by, and construed and interpreted in accordance with, the law of the State of New York.


\* \* \* \* \*

IN WITNESS WHEREOF, each Grantor has executed this Confirmatory Grant effective as of the date first written above.

THE ADVISORY BOARD COMPANY

By:   
Name: Evan Fisher  
Title: General Counsel

ROYALL & COMPANY

By:   
Name: Seth Allge  
Title: Assistant Treasurer

[Signature Page to Confirmatory Grant of Security Interest in United States Trademarks]

**TRADEMARK**  
**REEL: 005438 FRAME: 0554**



## TRADEMARKS

### A. REGISTERED TRADEMARKS

#### *U.S. Trademarks*

<u>TRADEMARK</u>	<u>REGISTRATION NO.</u>	<u>REGISTRATION DATE</u>	<u>GRANTOR</u>
Crimson Market Advantage	4147330	5/22/2012	The Advisory Board Company
Crimson Practice Management	4147331	5/22/2012	The Advisory Board Company
Pivot Health	2711197	4/29/2003	The Advisory Board Company
The Advisory Board	2106489	10/21/1997	The Advisory Board Company
The Advisory Board	2106050	10/14/1997	The Advisory Board Company
The Advisory Board TH:2&Design	3024937	12/13/2005	The Advisory Board Company
The Advisory Board TH:2&Design	2699618	3/25/2003	The Advisory Board Company
The Health Care Industry Committee	2029400	1/7/1997	The Advisory Board Company
The Health Care Industry Committee	2029405	1/7/1997	The Advisory Board Company
H Works & Design	3580481	2/24/2009	The Advisory Board Company
H*Works	2486271	9/4/2001	The Advisory Board Company
Miscellaneous Design (Star Design)	3462354	7/8/2008	The Advisory Board Company
Nursing Compass	3448042	6/17/2008	The Advisory Board Company
Nursing Compass	4065473	12/6/2011	The Advisory Board

<u>TRADEMARK</u>	<u>REGISTRATION NO.</u>	<u>REGISTRATION DATE</u>	<u>GRANTOR</u>
			Company
Revenue Cycle Compass	3448041	6/17/2008	The Advisory Board Company
Crimson Initiative	3638249	6/16/2009	The Advisory Board Company
ED Compass	3606775	4/14/2009	The Advisory Board Company
ED Compass	4065472	12/6/2011	The Advisory Board Company
Education Advisory Board	3562740	1/13/2009	The Advisory Board Company
Education Advisory Board & Design	3690369	9/29/2009	The Advisory Board Company
Cath Lab Compass	3643439	6/23/2009	The Advisory Board Company
American Health Line	2749735	8/12/2003	The Advisory Board Company
Health Care Advisory Board	2082626	7/22/1997	The Advisory Board Company
Health Care Advisory Board	2106490	10/21/1997	The Advisory Board Company
Spend Compass	3458108	7/1/2008	The Advisory Board Company
Spend Compass	4065468	12/6/2011	The Advisory Board Company
Surgery Compass	3260322	7/10/2010	The Advisory Board Company
Surgery Compass	4065469	12/6/2011	The Advisory Board Company

<u>TRADEMARK</u>	<u>REGISTRATION NO.</u>	<u>REGISTRATION DATE</u>	<u>GRANTOR</u>
Southwind	3920996	2/15/2011	The Advisory Board Company
Revenue Cycle Compass	4065471	12/6/2011	The Advisory Board Company
Revenue Integrity Compass	3743938	2/2/2010	The Advisory Board Company
Revenue Integrity Compass	4065470	12/6/2011	The Advisory Board Company
Self-Pay Compass	3448219	6/17/2008	The Advisory Board Company
Self Pay Compass	4103941	2/28/2012	The Advisory Board Company
Compass Connect	3580472	2/24/2009	The Advisory Board Company
Council of International Hospitals	2029404	1/7/1997	The Advisory Board Company
Council of International Hospitals	2029402	1/7/1997	The Advisory Board Company
The Advisory Board Company	4110827	3/13/2012	The Advisory Board Company
Meaningful Use Navigator	4148995	5/29/2012	The Advisory Board Company
ActiveStrategy	2531609	1/22/2002	The Advisory Board Company
ActiveStrategy Enterprise	2672771	1/7/2003	The Advisory Board Company
Typed Drawing	2531608	1/22/2002	The Advisory Board Company
Surgical Profitability Compass	4223379	10/9/2012	The Advisory Board Company
Crimson Clinical Advantage	4250563	11/27/2012	The Advisory Board Company
"A" (stylized)	4265228	12/25/2012	The Advisory Board Company

<u>TRADEMARK</u>	<u>REGISTRATION NO.</u>	<u>REGISTRATION DATE</u>	<u>GRANTOR</u>
Payment Navigation Initiative	4326552	4/30/2013	The Advisory Board Company
Payment Integrity Compass	4327663	4/30/2013	The Advisory Board Company
University Spend Collaborative	4324843	4/23/2013	The Advisory Board Company
Crimson Continuum of Care	4354612	6/18/2013	The Advisory Board Company
“A” The Advisory Board Company Medical Group Strategy Council Logo	4373053	7/23/2013	The Advisory Board Company
Crimson Care Registry	4350612	6/11/2013	The Advisory Board Company
iRound	4409936	10/1/2013	The Advisory Board Company
ICD-10 Compass	4483827	2/8/2014	The Advisory Board Company
Crimson Real-Time Readmissions	4618104	10/7/2014	The Advisory Board Company
Clinovations	4034873 (App. No. 85255308)	10/04/2011	Clinovations, LLC
Clinovations Center for Population Health Management	4609098 (App. No. 86186620)	9/23/2014	Clinovations, LLC
EQUAL	3,087,883	5/2/2006	Royall & Company
ROYALL	3,013,533	11/8/2005	Royall & Company
ROYALL & COMPANY	3,013,534	11/8/2005	Royall & Company
DEPOSIT IQ	4,621,765	10/14/2014	Royall & Company
CARE TEAM CONNECT	4643464	11/25/2014	The Advisory Board Company

*Other Trademarks*

<u>TRADEMARK</u>	<u>REGISTRATION NO.</u>	<u>REGISTRATION DATE</u>	<u>GRANTOR</u>
The Advisory Board Company	1046682 (Australia)	5/10/2010	The Advisory Board Company
The Advisory Board Company	1046682 (Community)	5/10/2010	The Advisory Board Company
The Advisory Board Company	1046682	5/10/2010	The Advisory Board

<u>TRADEMARK</u>	<u>REGISTRATION NO.</u>	<u>REGISTRATION DATE</u>	<u>GRANTOR</u>
	(International)		Company
The Advisory Board Company	853264 (New Zealand)	6/2/2012	The Advisory Board Company
The Advisory Board Company (Canada)	TMA844233 (Canada)	2/21/2013	The Advisory Board Company
"A" (stylized)	TMA848080 (Canada)	4/9/2013	The Advisory Board Company
"A" (stylized)	1115434 (Bulgaria)	11/21/2011	The Advisory Board Company
"A" (stylized)	1115434 (Australia)	11/21/2011	The Advisory Board Company
"A" (stylized)	1115434 (European Community)	11/21/2011	The Advisory Board Company
"A" (stylized)	1115434 (Switzerland)	11/21/2011	The Advisory Board Company
"A" (stylized)	1115434 (Kenya)	11/21/2011	The Advisory Board Company
iRound	011245743 (European Community)	3/6/2013	The Advisory Board Company

**B. TRADEMARK APPLICATIONS**

*U.S. Applications*

<u>TRADEMARK APPLIED FOR</u>	<u>APPLICATION FILING DATE</u>	<u>APPLICATION SERIAL NO.</u>	<u>GRANTOR</u>
Crimson Population Risk Management	1/4/2012	85/508668 (Reg. No. 4194095)	The Advisory Board Company
AudienceRx	1/4/2014	86471405	The Advisory Board Company

*Other Applications*

<u>TRADEMARK APPLIED FOR</u>	<u>APPLICATION FILING DATE</u>	<u>APPLICATION SERIAL NO.</u>	<u>GRANTOR</u>
The Advisory Board Company	5/10/2010	1046682(Bulgaria)	The Advisory Board Company
The Advisory Board Company	5/12/2010	1480880(Canada)	The Advisory Board Company

<b><u>TRADEMARK APPLIED FOR</u></b>	<b><u>APPLICATION FILING DATE</u></b>	<b><u>APPLICATION SERIAL NO.</u></b>	<b><u>GRANTOR</u></b>
The Advisory Board Company	5/10/2010	1046682 (China P.R.)	The Advisory Board Company
The Advisory Board Company	5/10/2010	1046682 (Switzerland)	The Advisory Board Company
The Advisory Board Company	11/22/2011	2237958 (India)	The Advisory Board Company
The Advisory Board Company	5/10/2010	1046682 (Kenya)	The Advisory Board Company
The Advisory Board Company	5/10/2010	1046682 (Norway)	The Advisory Board Company
The Advisory Board Company	5/10/2010	1046682 (Singapore)	The Advisory Board Company
A (Stylized)	3/12/2012	955426 (Australia)	The Advisory Board Company
A (Stylized)	11/21/2011	1115434 (Australia)	The Advisory Board Company
A (Stylized)	11/21/2011	1115434 (Bulgaria)	The Advisory Board Company
A (Stylized)	11/22/2011	1553264 (Canada)	The Advisory Board Company
A (Stylized)	11/21/2011	1115434 (China P.R.)	The Advisory Board Company
A (Stylized)	11/21/2011	1115434 (Switzerland)	The Advisory Board Company
A (Stylized)	11/21/2011	1115434 (Community)	The Advisory Board Company
A (Stylized)	11/21/2011	1115434 (International)	The Advisory Board Company
A (Stylized)	11/22/2011	2237825 (India)	The Advisory Board Company
A (Stylized)	11/21/2011	1115434 (Kenya)	The Advisory Board Company
A (Stylized)	11/21/2011	1115434 (Norway)	The Advisory Board Company
A (Stylized)	12/1/2011	853263 (New Zealand)	The Advisory Board Company
A (Stylized)	3/12/2012	955426 (New Zealand)	The Advisory Board Company
A (Stylized)	11/21/2011	1115434 (Singapore)	The Advisory Board Company

<u>TRADEMARK APPLIED FOR</u>	<u>APPLICATION FILING DATE</u>	<u>APPLICATION SERIAL NO.</u>	<u>GRANTOR</u>
IROUND	08/10/2012	11245743 (European Community)	The Advisory Board Company
IROUND	10/09/2012	1597472 (Canada)	The Advisory Board Company