

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM329429

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
KENNEDY INFORMATION, LLC		12/31/2014	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	PLAIN LANGUAGE MEDIA, LLLP		
Street Address:	15 Shaw Street		
City:	New London		
State/Country:	CONNECTICUT		
Postal Code:	06320		
Entity Type:	LIMITED LIABILITY LIMITED PARTNERSHIP: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	4179398	G2 INTELLIGENCE	
Registration Number:	4179397	G2 INTELLIGENCE	
Registration Number:	3933940	LAB INSTITUTE	
CORRESPONDENCE DATA			
Fax Number:	2077911350		
<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:	207-791-1100		
Email:	trademark@pierceatwood.com		
Correspondent Name:	Jonathan M. Gelchinsky		
Address Line 1:	254 Commercial Street		
Address Line 2:	Pierce Atwood LLP		
Address Line 4:	Portland, MAINE 04101		
ATTORNEY DOCKET NUMBER:	31455/3000 JMG		
NAME OF SUBMITTER:	Jonathan M. Gelchinsky		
SIGNATURE:	/Jonathan M. Gelchinsky/		
DATE SIGNED:	01/17/2015		
Total Attachments: 3			
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TRADEMARK ASSIGNMENT

KENNEDY INFORMATION, LLC, a Delaware limited liability company having an address c/o The Bureau of National Affairs, Inc., 1801 South Bell Street, Arlington, VA 22202 (the “Seller”), has used and is using the trademarks and service marks identified below, including the goodwill of the business connected with the use of, and symbolized by, said marks (the “Marks”):

United States Trademark Registrations:

Trademark	Reg. Number	Reg. Date
G2 Intelligence (word mark)	4,179,398	7/24/2012
G2 Intelligence and Logo	4,179,397	7/24/2012
Lab Institute	3,933,940	3/22/2011

Unregistered Trademarks:

National Intelligence Report TM
 Laboratory Industry Report TM
 G2 Compliance AdvisorTM
 Diagnostic Testing & Emerging TechnologiesTM
 G2 Compliance ReportTM
 Diagnostic Testing and Technology ReportTM
 Diagnostic Imaging Industry ReportTM

For good and valuable consideration, the receipt of which is hereby acknowledged, Seller hereby sells, assigns, transfers and conveys to **PLAIN LANGUAGE MEDIA, LLLP**, a Delaware limited liability limited partnership with an address of 15 Shaw Street, P.O. Box 749, New London, CT 06320 (the “Buyer”), its successors and assigns, all right, title and interest in and to Marks, together with the goodwill of the business symbolized by the Marks, and all registrations and applications therefor, including any renewals and extensions of the registrations that are or may be secured, now or hereafter in effect, for Buyer’s own use and enjoyment, and for the use and enjoyment of Buyer’s successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Seller if this assignment and sale had not been made; together with all income, royalties or payments due or payable as of the effective date of this assignment or thereafter, including, without limitation, all claims for damages by reason of past, present or future infringement or other unauthorized use of the Marks, with the right to sue for, and collect the same for Buyer’s own use and enjoyment and for the use and enjoyment of Buyer’s successors, assigns or other legal representatives.

This assignment is made pursuant to the terms of an Asset Purchase Agreement, dated as of December 14, 2014, among Buyer, Seller and the parent corporation of Seller.

Seller further agrees, for itself, its successors and assigns, to execute such further documents and to perform such further lawful acts as may reasonably be requested by Buyer to effectuate this assignment.

[remainder of page intentionally left blank – signature pages follow]

WITNESS my hand and seal this 31st day of December, 2014.

KENNEDY INFORMATION, LLC

By: 

Name:

Title:

Daniel Hader
President

DECLARATION OF ACCEPTANCE

Buyer hereby agrees to this assignment of the listed trademark applications and registrations from Seller and applies for recording of this Assignment in the registers of the corresponding Trademark offices.

WITNESS my hand and seal this 31st day of December, 2014.

PLAIN LANGUAGE MEDIA, LLLP

By: _____

Name: Mark T. Ziebarth

Title: General Partner

WITNESS my hand and seal this 31st day of December, 2014.

KENNEDY INFORMATION, LLC

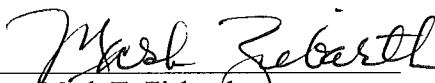
By: _____
Name:
Title:

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WITNESS my hand and seal this 31st day of December, 2014.

PLAIN LANGUAGE MEDIA, LLLP

By: 
Name: Mark T. Ziebarth
Title: General Partner