

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM360315

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF AN UNDIVIDED PART OF ASSIGNOR'S INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The American College		10/15/2015	CORPORATION: PENNSYLVANIA
RECEIVING PARTY DATA			
Name:	John Wiley & Sons, Inc.		
Street Address:	111 River Street		
City:	Hoboken		
State/Country:	NEW JERSEY		
Postal Code:	07030		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	4625794	ANALYST SUCCESS	
Registration Number:	4625795	ANALYST SUCCESS SIMPLY MORE EFFECTIVE.	
CORRESPONDENCE DATA			
Fax Number:			
<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:	2017485711		
Email:	trademarks@wiley.com		
Correspondent Name:	Jessica Rosenthal		
Address Line 1:	111 River Street		
Address Line 4:	Hoboken, NEW JERSEY 07030		
ATTORNEY DOCKET NUMBER:	AMERICAN COLLEGE>JWSI		
NAME OF SUBMITTER:	Jessica Rosenthal		
SIGNATURE:	/JR/		
DATE SIGNED:	10/28/2015		
Total Attachments: 3			
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source=American College to JWSI#page2.tif			
source=American College to JWSI#page3.tif			

CH \$65.00 4625794

EXHIBIT C

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT is effective as of October 15, 2015, from The American College, a Pennsylvania corporation, whose office is at 270 Bryn Mawr Avenue, Bryn Mawr, Pennsylvania 19010 ("Assignor"), to John Wiley & Sons, Inc., a New York corporation, having an office at 111 River Street, Hoboken, New Jersey 07030 (the "Assignee").

WHEREAS, Assignor own the trademarks listed on Schedule A hereto (the "Trademarks"); and

WHEREAS, Assignor desires to assign to Assignee all of their right, title and interest in, to and under Trademarks throughout the universe and Assignee desires to obtain all right, title and interest in, to and under such Trademarks throughout the universe;

NOW, THEREFORE, in consideration of good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns, transfers and conveys to Assignee, its successors and assigns, all right, title and interest in, to and under, throughout the universe, free and clear of all liens, claims, charges, security interests, and other encumbrances, the Trademarks, all registrations and applications therefor, together with the entire goodwill attached to the Trademarks, and Assignor's entire right, title and interest in and to any and all claims and demands it may have, at law or in equity, for any infringement, impairment, distortion, or other unauthorized use or conduct in derogation of the foregoing, prior to the date hereof, including without limitation the right to receive all proceeds and damages therefrom.

Assignor undertakes and agrees to execute such further assurances as may reasonably be required to permit the Assignee to obtain registration of, hold and enjoy the Trademarks assigned hereunder and the recording of this Trademark Assignment.

From the date hereof the Assignor shall cease to use any of the Trademarks except as otherwise contemplated by that certain Asset Purchase Agreement, dated as of October 15, 2015, by and between Assignor and Assignee.

EXHIBIT C

IN WITNESS WHEREOF, the Assignor has caused this Assignment to be duly executed and delivered as of the date indicated above.

THE AMERICAN COLLEGE

JOHN WILEY & SONS, INC.

By: *Keith Hickerson*

By: *[Signature]*

Name: KEITH HICKERSON

Name: *John Kritzmacher*

Title: EVP

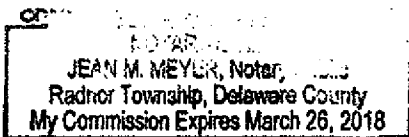
Title: *Chief Financial Officer*

On this 15th day of October, before me appeared *John Kritzmacher* known to me personally, who, being duly sworn, did say that (s)he is an officer of The American College and that (s)he duly executed the foregoing instrument for and on behalf of The American College, being duly authorized to do so and that he acknowledged said instrument to be the free act and deed of said corporation.

[Signature]
Notary Public

MARON S. FELDMAN-REICH
NOTARY PUBLIC OF NEW JERSEY
No. 2421741
My Commission Expires June 8, 2017

On this 15th day of October, before me appeared *Keith Hickerson* known to me personally, who, being duly sworn, did say that (s)he is an officer of John Wiley & Sons, Inc. and that (s)he duly executed the foregoing instrument for and on behalf of John Wiley & Sons, Inc., being duly authorized to do so and that he acknowledged said instrument to be the free act and deed of said corporation.


JEAN M. MEYER, Notary Public
Radnor Township, Delaware County
My Commission Expires March 26, 2018

Jean M Meyer
Notary Public

EXHIBIT C

SCHEDULE A

<u>TRADE MARK</u>	<u>REG. NO.</u>	<u>COUNTRY</u>
ANALYST SUCCESS (word)	4625794	United States
ANALYST SUCCESS SIMPLY MORE EFFECTIVE & Design	4625795	United States
ANALYST SUCCESS (word)	TMA907178	Canada
ANALYST SUCCESS SIMPLY MORE EFFECTIVE & Design	TMA907252	Canada
ANALYST SUCCESS SIMPLY MORE EFFECTIVE & Design	TMA907252	Canada
ANALYST SUCCESS SIMPLY MORE EFFECTIVE & Design	1205256	IR extended to Australia China Germany United Kingdom South Korea Singapore
ANALYST SUCCESS SIMPLY MORE EFFECTIVE & Design	302849716	Hong Kong