

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM436705

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Campus Book Rentals, Inc.		07/05/2017	Corporation: UTAH
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Nebraska Book Company, Inc.		
<b>Street Address:</b>	4700 S 19th St		
<b>City:</b>	Lincoln		
<b>State/Country:</b>	NEBRASKA		
<b>Postal Code:</b>	68512		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4334691	CAMPUS BOOK RENTALS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	4024745393		
<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>			
<b>Phone:</b>	4024746900		
<b>Email:</b>	trademark@clinewilliams.com		
<b>Correspondent Name:</b>	John C. Miles		
<b>Address Line 1:</b>	233 S 13th Street		
<b>Address Line 2:</b>	#1900		
<b>Address Line 4:</b>	Lincoln, NEBRASKA 68508-2095		
<b>ATTORNEY DOCKET NUMBER:</b>	17330.012		
<b>NAME OF SUBMITTER:</b>	John C. Miles		
<b>SIGNATURE:</b>	/John C. Miles/		
<b>DATE SIGNED:</b>	07/26/2017		
<b>Total Attachments: 3</b>			
source=Campus Book Rentals Trademark Assignment#page1.tif			
source=Campus Book Rentals Trademark Assignment#page2.tif			
source=Campus Book Rentals Trademark Assignment#page3.tif			

CH \$40.00 4334691

## TRADEMARK ASSIGNMENT

1. **WHEREAS**, Campus Book Rentals, Inc., a Utah corporation having a business address of 2805 South 1900 West, Ogden, Utah 84401 (hereinafter referred to as "Assignor"), owns a certain mark CAMPUS BOOK RENTALS and a U.S. trademark registration for such mark (Registration No. 4,334,691), a copy of which is attached hereto as Exhibit A, and has used such mark since at least as early as August 10, 2007, and has used such mark in commerce since at least as early as August 10, 2007; and

2. **WHEREAS**, Nebraska Book Company, Inc., a Delaware corporation having a business address of 4700 South 19<sup>th</sup> Street, Lincoln, Nebraska 68512 (hereinafter referred to "Assignee"), is desirous of acquiring the entire right, title and interest of Assignor in said mark and said U.S. trademark registration, and the good will of the business in connection with which said mark is used.

3. **NOW THEREFORE**, in consideration of the sum one dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged by Assignor, Assignor has agreed to and does hereby sell, assign and transfer unto Assignee, its successors and assigns, all of Assignor's right, title and interest throughout the world in and to said mark CAMPUS BOOK RENTALS and said U.S. trademark registration (Registration No. 4,334,691), together with the good will of the business in connection with which said mark is used, and together with full right to sue for and recover all profits and damages recoverable from past infringements of said mark. Assignor further agrees to execute and deliver at the request of the Assignee, all papers, instruments and assignments, and to perform any other reasonable acts the Assignee may require in order to vest all Assignor's rights, title and interest in and to said mark in the Assignee and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by the Assignee, to the extent such evidence is in the possession or control of Assignor.

4. **TO BE HELD AND ENJOYED BY**, Assignee, its successors and assigns, as fully and entirely as the same would have been held and enjoyed by Assignor has this sale and assignment not been made.

5. IN WITNESS WHEREOF, Assignor has caused this Trademark Assignment to be executed by its officer thereunto duly authorized this 5<sup>th</sup> day of July, 2017.

ASSIGNOR: CAMPUS BOOK RENTALS, INC.

By: [Signature]

Name: Alan Martin

Title: CEO

AGREED AND ACCEPTED this \_\_\_\_\_ day of \_\_\_\_\_, 2017.

ASSIGNEE: NEBRASKA BOOK COMPANY, INC.

By: [Signature]

Name: Jay E. Amund

Title: CFO

=====

STATE OF UTAH )  
 ) ss.:  
COUNTY OF WEBER )

Subscribed and sworn to before me this 5 day of July, 2017.



[Signature]

Notary Public

My Commission Expires: 12-10-2019

EXHIBIT A

**United States of America**  
United States Patent and Trademark Office

**Campus Book Rentals**

Reg. No. 4,334,691

CAMPUS BOOK RENTALS, INC. (UTAH CORPORATION)  
2407 SOUTH 1980 WEST  
OGDEN, UT 84401

Registered May 14, 2013

Int. Cl.: 41

FOR BOOK RENTAL, ELECTRONIC BOOK RENTAL VIA THE INTERNET, IN CLASS 41  
(U.S. CLS. 106, 101 AND 107)

**SERVICE MARK**

FIRST USE 8-10-2007 IN COMMERCE 8-10-2007

**PRINCIPAL REGISTER**

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "BOOK RENTALS", APART FROM THE MARK AS SHOWN.

SEC. 201

SER. NO. 85-734826, FILED 5-21-2012

ANDREW RHISM, EXAMINING ATTORNEY



*Andrew Rhism*  
2009 Governor of the United States Patent and Trademark Office