

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM441995

<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>
ADMISSIONS US, LLC		09/01/2017	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	HOBSONS, INC.		
<b>Street Address:</b>	50 E-Business Way		
<b>Internal Address:</b>	Suite 300		
<b>City:</b>	Cincinnati		
<b>State/Country:</b>	OHIO		
<b>Postal Code:</b>	45241		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 14</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2267452	GRADVIEW	
<b>Registration Number:</b>	2405728	COLLEGEVIEW	
<b>Registration Number:</b>	2405825	GRADVIEW	
<b>Registration Number:</b>	3300483	KEYFACTS	
<b>Registration Number:</b>	3210072	HOBSONS	
<b>Registration Number:</b>	3494479	HOBSONS	
<b>Registration Number:</b>	4148143		
<b>Registration Number:</b>	2671883		
<b>Registration Number:</b>	3783129	HOBSONS	
<b>Registration Number:</b>	4141057	HOBSONS	
<b>Registration Number:</b>	3993627	SUPERMATCH	
<b>Registration Number:</b>	4510314	AGILEGRAD	
<b>Registration Number:</b>	5093138	REPVISITS	
<b>Serial Number:</b>	87359285	INTERSECT	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2123101895		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent</i>			

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*using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.*

**Phone:** 212 626 4242  
**Email:** nyctrademarks@bakermckenzie.com  
**Correspondent Name:** Lindsey Utrata  
**Address Line 1:** 452 Fifth Avenue  
**Address Line 4:** New York, NEW YORK 10018

<b>ATTORNEY DOCKET NUMBER:</b>	10012116-50347210
<b>NAME OF SUBMITTER:</b>	Attorney of Record, Authorized Attorney,
<b>SIGNATURE:</b>	/Lindsey Utrata/
<b>DATE SIGNED:</b>	09/05/2017

**Total Attachments: 3**

source=Assignment of US Trademakrs\_Admissions US LLC to Hobsons Inc#page1.tif  
source=Assignment of US Trademakrs\_Admissions US LLC to Hobsons Inc#page2.tif  
source=Assignment of US Trademakrs\_Admissions US LLC to Hobsons Inc#page3.tif

## ASSIGNMENT OF TRADEMARKS

The undersigned, ADMISSIONS US, LLC, a Delaware limited liability company having an address at 50 E-Business Way, Suite 300, Cincinnati, OH 45241 ("Assignor"), for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, received from HOBSONS, INC., a Delaware corporation having an address at 50 E-Business Way, Suite 300, Cincinnati, OH 45241 ("Assignee"), and pursuant to a certain Asset Distribution Agreement entered into as of September 1, 2017, by and between ADMISSIONS US, LLC on the one hand, and HOBSONS, INC. on the other, does hereby assign, transfer, deliver and set over to Assignee and Assignee's successors and assigns forever, and Assignee hereby acquires from Assignor, all of Assignor's right, title and interest in and to:

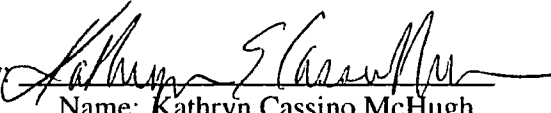
The U.S. trademarks, service marks, trade names, logos, insignias, designs and other proprietary interests therein, including, without limitation, all registrations and applications for registration therefor listed on Exhibit A hereto, together with the whole of the good will of the business associated therewith, (the "Trademarks").

Said Trademarks to be held and enjoyed by Assignee, successor to the business or portion of the business of Assignor to which the Trademarks pertain, which business is ongoing and existing, for its own use and enjoyment, and for the use and enjoyment of its successors and assigns forever, at common law and/or to the end of the term or terms for which registration of the said Trademarks may be granted, or renewed, as fully and entirely as the same would have been held and enjoyed by Assignor had the assignment set forth herein not been made; together with all causes of action and the proceeds thereof in favor of Assignor heretofore accrued or hereafter accruing by reason of past infringement, dilution, misappropriation or other violation of the Trademarks, with the right to sue and collect damages for its own use and benefit, and for the use and on behalf of its successors or assigns.

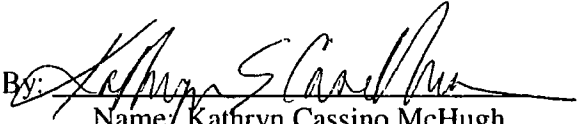
From and after the date hereof, Assignor shall, upon request and at the expense of Assignee, but without further consideration, do, execute, acknowledge, deliver and file, or shall cause to be done, executed, acknowledged, delivered and filed, all such further acts, deeds, transfers, conveyances, assignments or assurances as may be reasonably requested by Assignee to transfer, convey and assign to Assignee possession and use of the Trademarks to comply with all applicable legal requirements to effect such transfers, conveyances and assignments.

*(Signature Page Follows)*

**ADMISSIONS US, LLC**



By:   
Name: Kathryn Cassino McHugh  
Title: CEO  
Date: September 1, 2017

**HOBSONS, INC.**

By:   
Name: Kathryn Cassino McHugh  
Title: CEO  
Date: September 1, 2017

*(Signature Page to Assignment of Trademarks)*

## EXHIBIT A

REG. NO./ APP. NO.	TRADEMARKS
2267452	GRADVIEW
2405728	COLLEGEVIEW
2405825	GRADVIEW
3300483	KEYFACTS
3210072	HOBSONS
3494479	HOBSONS
4148143	
2671883	
3783129	HOBSONS
4141057	HOBSONS
3993627	SUPERMATCH
4510314	AGILEGRAD
5093138	REPVISITS
87359285	INTERSECT

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RECORDED: 09/05/2017

**TRADEMARK**  
REEL: 006147 FRAME: 0670