

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM487005

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
StudyBlue, Inc.		08/20/2018	Corporation: WISCONSIN
RECEIVING PARTY DATA			
Name:	Chegg, Inc.		
Street Address:	3990 Freedom Circle		
City:	Santa Clara		
State/Country:	CALIFORNIA		
Postal Code:	95054		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	3785653	STUDYBLUE	
Registration Number:	4892725	STUDYBLUE	
Registration Number:	4976574	STUDYBLUE	
Registration Number:	4983239	CONQUER YOUR COURSE	
Registration Number:	5214742	CONQUER YOUR COURSE	
CORRESPONDENCE DATA			
Fax Number:	3128324700		
<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:	3128324500		
Email:	jrodriguez@foley.com		
Correspondent Name:	Jami A. Gekas - Foley & Lardner LLP		
Address Line 1:	321 North Clark Street		
Address Line 4:	Chicago, ILLINOIS 60654-5313		
ATTORNEY DOCKET NUMBER:	107246-0223		
NAME OF SUBMITTER:	Jami A. Gekas		
SIGNATURE:	/Jami A. Gekas/		
DATE SIGNED:	08/22/2018		
Total Attachments: 7			

OP \$140.00 3785653

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TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT is made as of July 2, 2018, from StudyBlue, Inc., a Wisconsin corporation ("Assignor"), to Chegg, Inc., a Delaware corporation ("Assignee").

RECITALS

A. Assignor owns all rights, titles and interest in and to U.S. federal service mark Registration Nos. 3,785,653 (issued May 4, 2010), 4,892,725 (issued January 26, 2016), and 4,976,574 (issued on June 14, 2016), all for the mark STUDYBLUE; U.S. federal service mark Registration Nos. 4,983,239 (issued June 21, 2016) and 5,214,742 (issued May 30, 2017), both for the mark CONQUER YOUR COURSE; as well as the associated common law trademark and service mark rights to the STUDYBLUE and CONQUER YOUR COURSE marks reflected in the registrations (hereinafter the "Marks," copies of the registration certificates are attached hereto as composite Exhibit A).

B. Assignor wishes to assign, and Assignee wishes to acquire, all of Assignor's right, title and interest in and to the Marks, throughout the world.

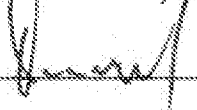
AGREEMENT

Accordingly, in consideration of the promises and the mutual covenants and conditions contained herein, and for other good and valuable consideration, the receipt and adequacy of which are hereby acknowledged by the parties, Assignor and Assignee agree as follows:

1. Assignor assigns, transfers, and sets over to Assignee, its successors, assigns and legal representatives, Assignor's entire right, title and interest in and to the Marks throughout the world, together with the goodwill of the business associated with the Marks and the right to bring actions and recover for past or future infringements or other violations of the rights assigned herein; and
2. Assignor further covenants that (a) Assignor owns all right, title and interest in and to the Marks; (b) Assignor has the full right to convey the interests assigned by this Trademark Assignment; and (c) Assignor and its successors, assigns and legal representatives shall cooperate with Assignee, at Assignee's request, to execute all documents reasonably necessary to perfect the interests assigned hereby.

IN WITNESS WHEREOF, the parties have signed this Trademark Assignment, effective as of the date first above written.

STUDYBLUE, INC.

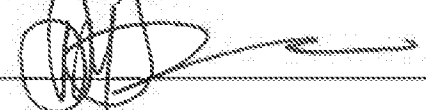


Name: Dave Borders Jr.

Title: CEO

Date: 08-20-2018

CHEGG, INC.



Name: Andrew Brown

Title: CFO

Date: 08-16-2018

EXHIBIT A

United States of America
United States Patent and Trademark Office

STUDYBLUE

Reg. No. 4,892,725

Registered Jan. 26, 2016

Int. Cl.: 9

TRADEMARK

PRINCIPAL REGISTER

STUDYBLU, INC. (A DELAWARE CORPORATION)
1940 N. 45TH
SEASIDE, WISCONSIN

FOR DOWNLOADABLE MOBILE APPLICATIONS FOR USE AS EDUCATIONAL SOFTWARE
APP. IN CLASS 9 (CLS. 9, 11, 28, 26, 36 AND 38)

FIRST USE IN COMMERCE 06.2009

THE MARK CONSISTS OF STANDARD CHARACTERS WITHIN CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR

OWNER OF U.S. REG. NO. 4,892,725

SER. NO. 66-070911 B FILED 02/20/15

HENRY S. ZAK, EXAMINING ATTORNEY



Michelle K. Lee
Director of the United States
Patent and Trademark Office

United States of America
United States Patent and Trademark Office

STUDYBLUE

Reg. No. 4,976,574

STUDYBLUE, INC. IN CONNECTION WITH

Registered June 14, 2016

BOOKS AND
CLASSIFICATION

Int. Cl. 4:

16B EDUCATIONAL SERVICES, NAMELY, PROVIDING PRE-GENERATED STUDY MATERIALS, COURSE MANAGEMENT MATERIALS, SELF-ASSESSMENT AND FEEDBACK TO THE FORM OF FLASHCARDS, HUBS, QUIZZES, STUDY TOOLS, AND OTHER STUDY TOOLS, TO THE USER OR EDUCATIONAL COURSE USER AND TO PROVIDE THEM TO USERS THROUGH AN ONLINE PLATFORM, IN CLASS EDUCATION, ONLINE EDUCATION

SERVICE MARK

PRINCIPAL REGISTER

FIRST USE IN COMMERCE 11-6-2006

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

COUNTER OF U.S. REG. NO. 4,976,574

SER. NO. 86-071,211 IN CLASS 09

HENRY'S PATENT AND TRADEMARK ATTORNEYS



Michelle K. Lee
Director of the United States
Patent and Trademark Office

United States of America
United States Patent and Trademark Office

CONQUER YOUR COURSE

Reg. No. 4,983,239

Registered June 21, 2016

Int. Cl. 9

TRADEMARK

PRINCIPAL REGISTER

STUDYHILL, INC. (OWNERSHIP INFORMATION)
NORMAN, OKLAHOMA

FOR THE BROADBANDABLE SERVICE APPLICATION FOR THE STUDYHILL SYSTEMS
APP. IN CLASS 9 (IN CLS. 9, 24, 26, 37 AND 38)

FILED 06/26/2015 IN CLASS 9 (IN CLS. 9, 24, 26, 37 AND 38)

THE MARK CONSISTS OF THE STANDARD BARS OF THE UNITED STATES FLAG
RECREATED IN A STYLIZED FORM.

SER. NO. 06-09/049 FILED 06/26/2015

CLASS 9 (IN CLS. 9, 24, 26, 37 AND 38)



Michelle K. Lee

Director of the United States
Patent and Trademark Office

United States of America

United States Patent and Trademark Office

CONQUER YOUR COURSE

Reg. No. 5,214,742

Registered May 30, 2017

Int. Cl.: 41

Service Mark

Principal Register

StudyBlue, Inc. (WISCONSIN CORPORATION)
Second Floor
986 Mission Street
San Francisco, CA 94103

CLASS 41: Education services: in the nature of on-line academic library system, namely, providing non-downloadable, user-generated study materials, course management materials, self-assessment and study tools in the form of flashcards, review sheets, quizzes, study guides, and other study tools; in the field of educational courses, of study and test preparation for instructors and students.

FIRST USE 11-4-2015, IN COMMERCE 11-16-2015

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

SER. NO. 86-810,535, FILED 11-08-2015
JANET H LEE, EXAMINING ATTORNEY



Michelle K. Lee

Director of the United States
Patent and Trademark Office