

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM497002

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
CEB Inc.		11/02/2018	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Challenger Performance Optimization, Inc.		
Street Address:	177 N. Kent Street, Suite 500		
City:	Arlington		
State/Country:	VIRGINIA		
Postal Code:	22209		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 8			
Property Type	Number	Word Mark	
Registration Number:	4130882	CHALLENGE YOURSELF	
Registration Number:	4832187	CHALLENGER	
Registration Number:	4083743	CHALLENGER	
Registration Number:	4827937	CHALLENGER	
Registration Number:	4998781	EFFORTLESS EXPERIENCE	
Registration Number:	5286721	MOBILIZER	
Registration Number:	4117637	CHALLENGER DEVELOPMENT PROGRAM	
Registration Number:	4178263	CHALLENGE SELLING	
CORRESPONDENCE DATA			
Fax Number:	2023187707		
<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:	2024861578		
Email:	tm@potomaclaw.com		
Correspondent Name:	Janet F. Satterthwaite		
Address Line 1:	Potomac Law Group PLLC		
Address Line 2:	1300 Pennsylvania Avenue, NW, Suite 700		
Address Line 4:	Washington, D.C. 20004		
NAME OF SUBMITTER:	Janet F. Satterthwaite		
SIGNATURE:	/JANET F. SATTERTHWAITE/		

CH \$215.00 4130882

DATE SIGNED:	11/06/2018
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Total Attachments: 14

- source=FINAL TM Assignment CEB to Challenger (fully executed)#page1.tif
- source=FINAL TM Assignment CEB to Challenger (fully executed)#page2.tif
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TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement, effective as of August 31, 2018 (this "Agreement"), incorporates by reference and is pursuant to that certain Asset Purchase Agreement, dated as of July 14, 2018, by and among Gartner, Inc., a Delaware corporation, CEB Inc., a Delaware corporation, formerly known as The Corporate Executive Board Company ("CEB"), CEB Global Limited, a company organized under the laws of England and Wales, and Challenger Performance Optimization, Inc., a Delaware corporation ("Challenger.")

WHEREAS, CEB is the owner of the trademarks, applications and registrations therefor set forth in the attached Schedule 1 entitled "CEB, INC. March 5, 2018," along with following registrations (collectively, the "Marks");

Mark	Reg. Date	Reg. No.	Serial No.	Owner	Renewal Date	Jurisdiction
CHALLENGE YOURSELF	March 27, 2018	4130882	85331516	CEB Inc.	April 24, 2022	US
CEB Effortless Experience		1724607		CEB Inc.		AU
CEB Effortless Experience		014558035		CEB Inc.		EM
CEB Effortless Experience		3098136		CEB Inc.		IN
Challenger Selling: Taking Control of the Conversation		1347613		The Corporate Executive Board Company		MX
Challenger		1007577		CEB Inc.		NZ
Effortless Experience		402015021 19Q		CEB Inc.		SG
Mobilizer		402015155 02U		CEB Inc.		SG
Challenger Selling Taking Control of The Customer Conversation		T1308260I		CEB Inc.		SG
Challenger		T1417154J		CEB Inc.		SG

and

WHEREAS, Challenger desires to acquire said Marks, including any and all common law and registered trademark rights CEB owns in said Marks;

NOW, THEREFORE, the Parties agree as follows:

For good and valuable consideration, the receipt of which is hereby acknowledged, CEB hereby assigns to Challenger any and all right, title and interest worldwide which it may have in and to the Marks together with the goodwill of that portion of the business symbolized by the Marks, and all pending applications for registration and issued registrations therefor, subject to any licenses granted back to CEB by Challenger under a separate agreement (if any).

By their execution below, CEB and Challenger have agreed to all of the terms and conditions of this Agreement.

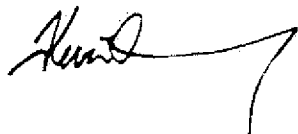
For and On Behalf of CEB

For and On Behalf of Challenger

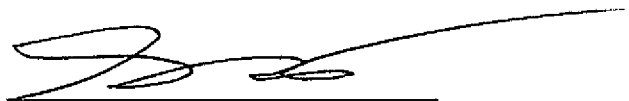
CEB, Inc.

Challenger Performance Optimization, Inc.

By:



By:



Kevin Tang, Assistant Secretary

Simon Frewer, President and CEO

Date: 11/2/2018

Date: 11/2/18

CEB, INC.
March 5, 2018

Work in Progress/Pending Applications

M&G I7038	Mark	Country	Status	Class	App No.	App Date	Reg. No.	Reg. Date	Renewal	Owner
0270CN01	CHALLENGER SELLING-TEACH, TAILOR, TAKE CONTROL	China	Filed	41		09/08/2017				CEB Inc.

Filing Projects

App No	Class	Status	Country	Mark	App No	App Date	Reg No	Reg Date	Renewal	Company
000700WW		Closed		CHALLENGER WISS Search						
0007AE01	16	Pending	United Arab Emirates	CHALLENGER	209109	04/02/2014				The Corporate Executive Board Company
0007AE02	35	Pending	United Arab Emirates	CHALLENGER	209110	04/02/2014				The Corporate Executive Board Company
0007AE03	41	Pending	United Arab Emirates	CHALLENGER	209111	04/02/2014				The Corporate Executive Board Company
0007AE04	42	Pending	United Arab Emirates	CHALLENGER	209112	04/02/2014				The Corporate Executive Board Company
0007AU01		Registered	Austria	CHALLENGER	N	11/28/2013	276400	01/17/2014	01/31/2024	CEB Inc.
0007AU0B	16, 35, 41, 42	Pending	Australia	CHALLENGER	1220217	03/27/2014				CEB Inc.
0007BM01	16	Registered	Bermuda	CHALLENGER	53575	04/23/2014	53575	08/12/2015	04/23/2021	CEB Inc.
0007BM02	35	Registered	Bermuda	CHALLENGER	53576	04/23/2014	53576	08/12/2015	04/23/2021	CEB Inc.
0007BM03	41	Registered	Bermuda	CHALLENGER	53577	04/23/2014	53577	08/12/2015	04/23/2021	CEB Inc.
0007BM04	42	Registered	Bermuda	CHALLENGER	53578	04/23/2014	53578	08/12/2015	04/23/2021	CEB Inc.
0007BR01	16	Abandoned	Brazil	CHALLENGER	907491685	03/27/2014				CEB Inc.
0007BR02	35	Registered	Brazil	CHALLENGER	907491740	03/27/2014	907491740	12/27/2016	12/27/2026	CEB Inc.
0007BR03	41	Pending	Brazil	CHALLENGER	907491766	03/27/2014				CEB Inc.
0007BR04	42	Registered	Brazil	CHALLENGER	907491812	03/27/2014	907491812	12/27/2016	12/27/2026	CEB Inc.
0007CA01		Pending	Canada	CHALLENGER	1682908	06/26/2014				CEB Inc.
0007CH0B	16, 35, 41, 42	Registered	Switzerland	CHALLENGER	1220217	03/27/2014	1220217	03/27/2014	03/27/2024	CEB Inc.
0007CN0B	16, 35, 41, 42	Pending	China	CHALLENGER	1220217	03/27/2014				CEB Inc.
0007CN01	35	Pending	China	CHALLENGER		09/08/2017				
0007CN02	42	Pending	China	CHALLENGER		09/08/2017				
0007CO0B	42	Registered	Colombia	CHALLENGER	1220217	03/27/2014	1220217	03/27/2014	03/27/2024	CEB Inc.
0007DE01	41	Registered	Germany	CHALLENGER	30201306126397	11/28/2013	302013061263	01/14/2014	11/30/2023	CEB Inc.
0007EG0B	16, 35, 41, 42	Pending	Egypt	CHALLENGER	1220217	03/27/2014				CEB Inc.
0007EM0B	16, 35, 41, 42	Registered	European Community	CHALLENGER	1220217	03/27/2014	1220217	03/27/2014	03/27/2024	CEB Inc.
0007GB01	16, 35, 41, 42	Registered	Great Britain	CHALLENGER	3057807	05/30/2014	EUK00003057807	09/19/2014	05/30/2024	CEB Inc.
0007HK01	16, 42	Registered	Hong Kong	CHALLENGER	302941263AA	03/27/2014	302941263AA	11/13/2015	03/26/2024	CEB Inc.

TRADE MARK

MX&G I7938	Mark	Country	Status	Class	App No	App Date	Reg. No	Reg. Date	Renewal
0007HK02	CHALLENGER	Hong Kong	Registered	35, 41	302941263AB	03/27/2014	302941263AB	06/17/2015	03/26/2024
0007IB01	CHALLENGER	WIPO	Registered	16, 35, 41, 42	1220217	03/27/2014	1220217	03/27/2014	03/27/2024
0007IL01	CHALLENGER	Israel	Pending	16, 35, 41, 42	289569	11/17/2016			CEB Inc.
0007INIB	CHALLENGER	India	Pending	16, 35, 41, 42	1220217	03/27/2014			CEB Inc.
0007JP1B	CHALLENGER	Japan	Pending	16, 35, 41, 42	1220217	03/27/2014			CEB Inc.
0007JP01	CHALLENGER	Japan	Pending	16, 41	2017-073675	06/01/2017			
0007JP02	CHALLENGER	Japan	Pending	35, 42	2017-073675	06/01/2017			
0007KE1B	CHALLENGER	Kenya	Registered	16, 35, 41, 42	1220217	03/27/2014	1220217	03/27/2014	03/27/2024
0007KR1B	CHALLENGER	South Korea	Registered	41	1220217	03/27/2014	1220217	03/27/2014	03/27/2024
0007KW01	CHALLENGER	Kuwait	Registered	16	150092	04/02/2014	120591	04/02/2014	04/01/2024
0007KW02	CHALLENGER	Kuwait	Registered	35	150093	04/02/2014	120592	04/02/2014	04/01/2024
0007KW03	CHALLENGER	Kuwait	Registered	41	150094	04/02/2014	129787	04/02/2014	04/02/2024
0007KW04	CHALLENGER	Kuwait	Registered	42	150095	04/02/2014	123460	04/02/2014	04/02/2024
0007MC1B	CHALLENGER	Morocco	Registered	16, 35, 41, 42	1220217	03/27/2014	1220217	03/27/2014	03/27/2024
0007MX1B	CHALLENGER	Mexico	Pending	16	1220217	03/27/2014			CEB Inc.
0007MXB2	CHALLENGER	Mexico	Pending	35	1220217	03/27/2014			
0007MXB3	CHALLENGER	Mexico	Pending	41	1220217	03/27/2014			
0007MXB4	CHALLENGER	Mexico	Registered	42	MX-1543025		1750705		
0007MY01	CHALLENGER	Malaysia	Registered	16	1220217	03/27/2014	1220217	03/27/2014	03/27/2024
0007MY02	CHALLENGER	Malaysia	Registered	35	MX-1543026		1669188		
0007MY03	CHALLENGER	Malaysia	Registered	41	2014003770	04/04/2014	2014003770	04/14/2015	04/04/2024
0007MY04	CHALLENGER	Malaysia	Registered	42	2014003771	04/04/2014	2014003771	05/08/2015	03/20/2024
0007NA1B	CHALLENGER	Narrithia	Pending	16, 35, 41, 42	2014003772	04/04/2014	2014003772	04/21/2015	04/24/2024
0007NG01	CHALLENGER	Nigeria	Pending	16	2014003773	04/04/2014	N2014003773	04/21/2015	04/04/2024
0007NG02	CHALLENGER	Nigeria	Pending	35	1220217	03/27/2014	1220217	03/27/2014	03/27/2024
0007NG03	CHALLENGER	Nigeria	Pending	41	F/TM/O/2014/16 811	04/16/2014			CEB Inc.
0007NG04	CHALLENGER	Nigeria	Pending	42	F/TM/O/2014/16 812 814 816	04/16/2014			CEB Inc.

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MARK	CLASS	STATUS	CLASS	APP. NO.	APP. DATE	REG. NO.	REG. DATE	RENEWED	REG. INC.
0007NG0B	16, 35, 41, 42	Registered	16, 35, 41, 42	1220217	03/27/2014	1220217	03/27/2014	03/27/2024	CEB Inc.
0007NZ0B	16, 35, 41, 42	Registered	16, 35, 41, 42	1220217	03/27/2014	1220217	03/27/2014	03/27/2024	CEB Inc.
0007PE01	16, 35, 42	Registered	16, 35, 42	570327	04/02/2014	9488	09/29/2014	09/29/2024	CEB Inc.
0007PE02	41	Abandoned	41	570327A	04/02/2014				CEB Inc.
0007PE03	41	Registered	41	630094	03/14/2016	92878	03/14/2016	03/14/2026	CEB Inc.
0007PG01	16	Pending	16	74556	08/19/2016				The Corporate Executive Board Company
0007PG02	35	Pending	35	74557	08/19/2016				The Corporate Executive Board Company
0007PG03	41	Pending	41	74558	08/19/2016				The Corporate Executive Board Company
0007PG04	42	Pending	42	74559	08/19/2016				The Corporate Executive Board Company
0007PH0B	16, 35, 41, 42	Registered	16, 35, 41, 42	1220217	03/27/2014	1220217	03/27/2014	03/27/2024	CEB Inc.
0007Q101	16	Registered	16	88455	04/07/2014	88455	12/02/2015	04/07/2024	CEB Inc.
0007Q102	35	Registered	35	88456	04/07/2014	88456	12/03/2015	04/07/2024	CEB Inc.
0007Q103	41	Registered	41	88457	04/07/2014	88457	04/20/2016	04/07/2024	The Corporate Executive Board Company
0007Q104	42	Registered	42	88458	04/07/2014	88458	12/02/2015	04/07/2024	CEB Inc.
0007RS0B	16, 35, 41, 42	Registered	16, 35, 41, 42	1220217	03/27/2014	1220217	03/27/2014	03/27/2024	CEB Inc.
0007RU0B	16, 35, 41, 42	Registered	16, 35, 41, 42	1220217	03/27/2014	1220217	03/27/2014	03/27/2024	CEB Inc.
0007SA01	16	Abandoned	16	1435010506	03/31/2014				The Corporate Executive Board Company
0007SA02	35	Registered	35	1435010508	03/31/2014	1435010508	10/24/2014	12/05/2023	CEB Inc.
0007SA03	41	Abandoned	41	1435010507	03/31/2014				The Corporate Executive Board Company
0007SA04	42	Abandoned	42	1435010509	03/31/2014				The Corporate Executive Board Company
0007SE0B	16, 35, 41, 42	Registered	16, 35, 41, 42	1220217	03/27/2014	1220217	03/27/2014	03/27/2024	CEB Inc.
0007SG0B	16, 35, 41, 42	Registered	16, 35, 41, 42	1220217	03/27/2014	1220217	03/27/2014	03/27/2024	CEB Inc.
0007TH01	16	Pending	16	936136	05/08/2014				The Corporate Executive Board Company
0007TH02	35	Pending	35	936137	05/08/2014				The Corporate Executive Board Company
0007TH03	41	Pending	41	936138	05/08/2014				The Corporate Executive Board Company
0007TH04	42	Pending	42	936139	05/08/2014				The Corporate Executive Board Company
0007TR0B	16, 41, 42	Registered	16, 41, 42	1220217	03/27/2014	1220217	03/27/2014	03/27/2024	CEB Inc.

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REEL: 006476 FRAME: 0292

Mark	Country	Status	Class	App No	App Date	Reg No	Reg Date	Renewal	Owner
0007TW01	Taiwan	Registered	16, 35, 41, 42	103016824	03/28/2014	1680467	12/01/2014	11/30/2024	CEB, Inc.
0007US01	United States	Registered	16, 35, 41, 42	85731796	09/18/2012	4832187	10/13/2015	10/13/2025	CEB, Inc.
0007US02	United States	Registered	35, 41	85637238	06/03/2011	4083743	01/10/2012	01/10/2022	CEB, Inc.
0007US03	United States	Registered	35, 42	86227105	03/20/2014	4827937	10/06/2015	10/06/2025	CEB, Inc.
0007ZA01	South Africa	Registered	16	2014/08030	03/26/2014	2014/08030	02/26/2016	03/26/2024	CEB, Inc.
0007ZA02	South Africa	Registered	35	2014/08031	03/26/2014	2014/08031	02/26/2016	03/26/2024	CEB, Inc.
0007ZA03	South Africa	Registered	41	2014/08032	03/26/2014	2014/08032	02/26/2016	03/26/2024	CEB, Inc.
0007ZA04	South Africa	Registered	42	2014/08033	03/26/2014	2014/08033	02/26/2016	03/26/2024	CEB, Inc.

MacG 17638	Mark	Country	Status	Class	App No.	App Date	Reg. No.	Reg. Date	Renewal	CEB Inc.
0013AUB	CHALLENGER SELLING: TAKING CONTROL OF THE CUSTOMER CONVERSATION	Australia	Lapsed	16, 35, 41, 42, 44	1159001 TM 1558574	10/12/2012	N1159001	10/12/2012	10/12/2022	CEB Inc.
0013BD01	CHALLENGER SELLING: TAKING CONTROL OF THE CUSTOMER CONVERSATION	Bermuda	Registered	16	52216	11/13/2012	52216	11/13/2012	11/13/2019	CEB Inc.
0013BD02	CHALLENGER SELLING: TAKING CONTROL OF THE CUSTOMER CONVERSATION	Bermuda	Registered	35	52217	11/13/2012	52217	11/13/2012	11/13/2019	CEB Inc.
0013BD03	CHALLENGER SELLING: TAKING CONTROL OF THE CUSTOMER CONVERSATION	Bermuda	Registered	41	52218	11/13/2012	52218	11/13/2012	11/13/2019	CEB Inc.
0013BD04	CHALLENGER SELLING: TAKING CONTROL OF THE CUSTOMER CONVERSATION	Bermuda	Registered	42	52219	11/13/2012	52219	11/13/2012	11/13/2019	CEB Inc.
0013BD05	CHALLENGER SELLING: TAKING CONTROL OF THE CUSTOMER CONVERSATION	Bermuda	Registered	44	52220	11/13/2012	52220	11/13/2012	11/13/2019	CEB Inc.
0013BR01	CHALLENGER SELLING: TAKING CONTROL OF THE CUSTOMER CONVERSATION	Brazil	Registered	16	840298951	10/16/2012	840298951	11/03/2015	11/03/2025	CEB Inc.
0013BR02	CHALLENGER SELLING: TAKING CONTROL OF THE CUSTOMER CONVERSATION	Brazil	Registered	35	840298935	10/16/2012	840298935	07/12/2016	07/12/2026	CEB Inc.
0013BR03	CHALLENGER SELLING: TAKING CONTROL OF THE CUSTOMER CONVERSATION	Brazil	Pending	41	840298927	10/16/2012				CEB Inc.
0013BR04	CHALLENGER SELLING: TAKING CONTROL OF THE CUSTOMER CONVERSATION	Brazil	Registered	42	840298919	10/16/2012	840298919	11/03/2015	11/03/2025	CEB Inc.

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REEL: 006476 FRAME: 0294

Mark	Class	Status	Country	App No	App Date	Reg No	Reg Date	Renewal	Owner
0013BR05	44	Registered	Brazil	840298900	10/16/2012	840298900	07/12/2016	07/12/2026	CEB Inc.
0013CA01	N	Abandoned	Canada	1597897	10/11/2012				CEB Inc.
0013CCIB	16, 35, 41, 42, 44	Abandoned	China	1159001	10/12/2012				CEB Inc.
0013CHIB	16, 35, 41, 42, 44	Lapsed	Switzerland	1159001	10/12/2012	115901	10/12/2012	10/12/2022	CEB Inc.
0013ETIB	16, 35, 41, 42, 44	Lapsed	European Community	1159001	10/12/2012	1159001	10/12/2012	10/12/2022	CEB Inc.
0013HK01	16, 35, 41, 42, 44	Registered	Hong Kong	302413791	10/24/2012	302413791	10/24/2012	10/23/2022	CEB Inc.
0013IB01	16, 35, 41, 42, 44	Lapsed	WIPO	1159001	10/12/2012	1159001	10/12/2012	10/12/2022	CEB Inc.
0013ILIB	16, 35, 41, 42, 44	Abandoned	Israel	1159001	10/12/2012				CEB Inc.
0013IN01	16, 35, 41, 42, 44	Pending	India	2418194	10/26/2012				The Corporate Executive Board Company
0013JPIB	16, 35, 41, 42, 44	Lapsed	Japan	1159001	10/12/2012	1159001	10/12/2012	10/12/2022	CEB Inc.

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REEL: 006476 FRAME: 0295

Mark	Country	Status	Class	App No	App Date	Reg. No	Reg. Date	Renewed
M&G 17838 0013MX01 CHALLENGER SELLING, TAKING CONTROL OF THE CUSTOMER CONVERSATION	Mexico	Registered	16	1322087	10/30/2012	1347613	02/11/2013	10/30/2022 CEB Inc.
0013MX02 CHALLENGER SELLING, TAKING CONTROL OF THE CUSTOMER CONVERSATION	Mexico	Registered	35	1322091	10/30/2012	1431667	02/05/2014	10/30/2022 CEB Inc.
0013MX03 CHALLENGER SELLING, TAKING CONTROL OF THE CUSTOMER CONVERSATION	Mexico	Registered	41	1322101	10/30/2012	1408080	10/30/2012	10/30/2022 CEB Inc.
0013MX04 CHALLENGER SELLING, TAKING CONTROL OF THE CUSTOMER CONVERSATION	Mexico	Registered	42	1322103	10/30/2012	1365052	04/30/2013	10/30/2022 CEB Inc.
0013MX05 CHALLENGER SELLING, TAKING CONTROL OF THE CUSTOMER CONVERSATION	Mexico	Registered	44	1322110	10/30/2012	1425591	01/13/2014	10/30/2022 CEB Inc.
0013MY01 CHALLENGER SELLING, TAKING CONTROL OF THE CUSTOMER CONVERSATION	Malaysia	Registered	16	2012017909	10/02/2012	2012017909	10/27/2014	10/05/2022 CEB Inc.
0013MY02 CHALLENGER SELLING, TAKING CONTROL OF THE CUSTOMER CONVERSATION	Malaysia	Registered	35	2012017912	10/05/2012	2012017912	11/24/2014	10/05/2022 CEB Inc.
0013MY03 CHALLENGER SELLING, TAKING CONTROL OF THE CUSTOMER CONVERSATION	Malaysia	Registered	41	2012017913	10/05/2012	2012017913	12/12/2014	10/05/2022 CEB Inc.
0013MY04 CHALLENGER SELLING, TAKING CONTROL OF THE CUSTOMER CONVERSATION	Malaysia	Registered	42	2012017914	10/05/2012	2012017914	12/12/2014	10/05/2022 CEB Inc.
0013MY05 CHALLENGER SELLING, TAKING CONTROL OF THE CUSTOMER CONVERSATION	Malaysia	Registered	44	2012017915	10/05/2012	2012017915	11/24/2014	10/05/2022 CEB Inc.

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Mark	Class	Status	Country	App No	App Date	Reg. No	Reg. Date	Renewed	Owner
0013NOIB	16, 35, 41, 42, 44	Abandoned	Norway	1159001	10/12/2012				CEB Inc.
0013NZ01	16, 35, 41, 42, 44	Registered	New Zealand	967039	10/12/2012 10/05/2012 (priority filing date)	967039	10/05/2012	10/05/2022	CEB Inc.
0013RUIB	16, 35, 41, 42, 44	Abandoned	Russia	1159001	10/12/2012				CEB Inc.
0013SGIB	16, 35, 41, 42, 44	Lapsed	Singapore	1159001	10/12/2012	1159001	10/12/2012	10/12/2022	CEB Inc.
0013US01	16, 35, 41, 42,	Abandoned	United States	85747167	10/05/2012				11/15/16 – abandoned per V Husband CEB Inc.
0013ZA01	16	Registered	South Africa	2012/27762	10/12/2012	2012/27762	11/26/2014	10/12/2022	CEB Inc.
0013ZA02	35	Registered	South Africa	2012/27763	10/12/2012	2012/27763	11/26/2014	10/12/2022	CEB Inc.
0013ZA03	41	Registered	South Africa	2012/27764	10/12/2012	2012/27764	11/26/2014	10/12/2022	CEB Inc.
0013ZA04	42	Registered	South Africa	2012/27765	10/12/2012	2012/27765	11/26/2014	10/12/2022	CEB Inc.
0013ZA05	44	Registered	South Africa	2012/27766	10/12/2012	2012/27766	11/26/2014	10/12/2022	CEB Inc.

TRADEMARK

MARK	CLASS	COUNTRY	STATUS	CLASS	APP. NO.	APP. DATE	REG. NO.	REG. DATE	RENEWAL	OWNER
0208AUB	EFFORTLESS EXPERIENCE	Australia	Registered	9, 16, 35, 41, 42	1233407	06/02/2014	1233407	06/02/2014	06/02/2024	CEB Inc.
0208CA01	EFFORTLESS EXPERIENCE	Canada	Registered	9, 16, 35, 41, 42	1679018	05/29/2014	TMA971647	05/27/2017	05/24/2032	CEB Inc.
0208CHB	EFFORTLESS EXPERIENCE	Switzerland	Registered	9, 16, 35, 41, 42	1233407	06/02/2014	1233407	06/02/2014	06/02/2024	CEB Inc.
0208EMB	EFFORTLESS EXPERIENCE	European Community	Abandoned	9, 16, 35, 41, 42	1233407	06/02/2014				CEB Inc.
0208IB01	EFFORTLESS EXPERIENCE	WIPO	Registered	9, 16, 35, 41, 42	1233407	06/02/2014	1233407	06/02/2014	06/02/2024	CEB Inc.
0208INB	EFFORTLESS EXPERIENCE	India	Abandoned	9, 16, 35, 41, 42	1233407	06/02/2014				CEB Inc.
0208NOB	EFFORTLESS EXPERIENCE	Norway	Abandoned	9, 16, 35, 41, 42	1233407	06/02/2014				CEB Inc.
0208SGB	EFFORTLESS EXPERIENCE	Singapore	Abandoned	9, 16, 35, 41, 42	1233407	06/02/2014				CEB Inc.
0208US01	EFFORTLESS EXPERIENCE	US	Registered	9, 16, 35, 41, 42	86293776	05/28/2014	4998781	07/12/2016	07/12/2026	CEB Inc.
08ZA01	EFFORTLESS EXPERIENCE	South Africa	Registered	9	2014/13735	05/30/2014	2014/13735	06/23/2016	05/30/2024	CEB Inc.
08ZA02	EFFORTLESS EXPERIENCE	South Africa	Registered	16	2014/13736	05/30/2014	2014/13736	06/23/2016	05/30/2024	CEB Inc.
08ZA03	EFFORTLESS EXPERIENCE	South Africa	Registered	35	2014/13737	05/30/2014	2014/13737	06/23/2016	05/30/2024	CEB Inc.
08ZA04	EFFORTLESS EXPERIENCE	South Africa	Registered	41	2014/13738	05/30/2014	2014/13738	06/23/2016	05/30/2024	CEB Inc.
0208ZA05	EFFORTLESS EXPERIENCE	South Africa	Registered	42	2014/13739	05/30/2014	2014/13739	06/23/2016	05/30/2024	CEB Inc.

TRADEMARK

Mark	Country	Status	Class	App. No.	App. Date	Reg. No.	Reg. Date	Renewal	Owner
021200WW		Pending							CEB, Inc.
0212AVIB	Australia	Registered	9, 16, 35, 41, 42	1263123	04/27/2015	1263123	04/27/2015	04/27/2025	CEB, Inc.
0212CA01	Canada	Pending	9, 16, 35, 41, 42	1725366	04/24/2015				CEB, Inc.
0212CHIB	Switzerland	Registered	9, 16, 35, 41, 42	1263123	04/27/2015	1263123	04/27/2015	04/27/2025	CEB, Inc.
0212EMIB	European Community	Registered	9, 16, 35, 41, 42	1263123	04/27/2015	1263123	04/27/2015	04/27/2025	CEB, Inc.
0212IB01	WIPO	Registered	9, 16, 35, 41, 42	1263123	04/27/2015	1263123	04/27/2015	04/27/2025	CEB, Inc.
0212INIB	India	Pending	9, 16, 35, 41, 42	1263123	04/27/2015				CEB, Inc.
0212JPB	Japan	Registered	9, 16, 35, 41, 42	1263123	04/27/2015	1263123	04/27/2015	04/27/2025	CEB, Inc.
0212PHB	Philippines	Registered	9, 16, 35, 41, 42	1263123	04/27/2015	1263123	04/27/2015	04/27/2025	CEB, Inc.
0212RSB	Serbia	Registered	9, 16, 35, 41, 42	1263123	04/27/2015	1263123	04/27/2015	04/27/2025	CEB, Inc.
0212RUB	Russian Federation	Registered	9, 16, 35, 41, 42	1263123	04/27/2015	1263123	04/27/2015	04/27/2025	CEB, Inc.
0212SGB	Singapore	Registered	9, 16, 35, 41, 42	1263123	04/27/2015	1263123	04/27/2015	04/27/2025	CEB, Inc.
0212TRB	Turkey	Registered	9, 16, 35, 41, 42	1263123	04/27/2015	1263123	04/27/2015	04/27/2025	CEB, Inc.
0212US01	United States	Registered	16, 35, 41, 42	86606175	04/22/2015	5286721	09/12/2017	09/12/2027	CEB, Inc.
0212ZA01	South Africa	Pending	9	2015/10894	04/24/2015				CEB, Inc.
0212ZA02	South Africa	Pending	16	2015/10895	04/24/2015				CEB, Inc.
0212ZA03	South Africa	Pending	35	2015/10896	04/24/2015				CEB, Inc.
0212ZA04	South Africa	Pending	41	2015/10897	04/24/2015				CEB, Inc.
0212ZA05	South Africa	Pending	42	2015/10898	04/24/2015				The Corporate Executive Board Company

Registrations

REGISTRATION NO.	CLASS	STATUS	COUNTRY	App No.	App Date	Reg No.	Reg Date	Renewal	Owner
0028US01	35, 41	Registered	US	85/331615	05/26/2011	4117637	03/27/2012	03/27/2022	CEB Inc.
0029US01	41	Registered	US	85/067809	06/21/2010	4014786	08/23/2011	08/23/2021	CEB Inc.
0198US01	35	Registered	US	85/420322	09/12/2011	4178263	07/24/2012	07/24/2022	CEB Inc.