

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
ETS Pulliam, LLC		06/02/2005	Limited Liability Company: DELAWARE

**RECEIVING PARTY DATA**

<b>Name:</b>	Educational Testing Service
<b>Street Address:</b>	Rosedale Road
<b>City:</b>	Princeton
<b>State/Country:</b>	NEW JERSEY
<b>Postal Code:</b>	08541
<b>Entity Type:</b>	Non-Profit Corporation: NEW YORK

**PROPERTY NUMBERS Total: 7**

Property Type	Number	Word Mark
Serial Number:	78242976	STPT
Serial Number:	78242969	STRUCTURED TEACHER PLANNING TIME
Serial Number:	78203441	FOCUS ON STANDARDS
Serial Number:	78298654	FOS FOCUS ON STANDARDS
Serial Number:	78308561	ESSENTIAL STANDARDS
Serial Number:	78298526	IDMS
Serial Number:	78298450	INSTRUCTIONAL DATA MANAGEMENT SYSTEM

**CORRESPONDENCE DATA**

Fax Number: (212)953-7201  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 212-415-9200  
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 Address Line 1: 250 Park Avenue

OP \$190.00 78242976

Address Line 2: 15th Floor  
Address Line 4: New York, NEW YORK 10177

NAME OF SUBMITTER:	Lile H. Deinard
Signature:	/LHD/
Date:	06/06/2005

Total Attachments: 2  
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**TRADEMARK ASSIGNMENT AND AGREEMENT**

WHEREAS, ETS Pulliam, LLC, a Delaware limited liability company ("ETS Pulliam"), having a principal place of business at 1980 Orange Tree Lane, Suite 250, Redlands, California 92374 ("Assignor"), is the owner of the trademarks set forth in **Exhibit A** hereto (the "Marks");

WHEREAS, Educational Testing Service, a New York non-profit corporation, having a principal place of business at Rosedale Road, Princeton New Jersey, 08541 ("Assignee"), has acquired the assets appurtenant to the Marks and desires to acquire the Marks;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign, transfer and sell unto Assignee all of its right, title and interest in and to the Marks, together with the goodwill of the business associated with the use of and symbolized by the Marks, all common law rights therein and the U.S. applications and registrations therefor.

This assignment shall be effective as of the date on which the last party to sign below executes this Assignment, shall be binding on the successors and assigns of Assignor, and shall inure to the benefit of the successors and assigns of Assignee.

Assignee hereby consents to the continued use of the trade name "ETS Pulliam, LLC" by Assignor, which is Assignee's related company within the meaning of Section 45 of the Lanham Trademark Act, for a term to be agreed to between the parties.

ETS Pulliam, LLC, Assignor

By: John H. Oswald  
Name: John H. Oswald  
Title: President and CEO  
Date: 6/1/05

Educational Testing Service, Assignee

By: Sherie Johnson-Gregory  
Name: SHERIE JOHNSON-GREGORY  
Title: Associate General Counsel  
Date: 6/2/05



## Exhibit A

Serial Number	Mark
78242976	STPT
78242969	STRUCTURED TEACHER PLANNING TIME
78203441	FOCUS ON STANDARDS
78298654	FOS FOCUS ON STANDARDS
78308561	ESSENTIAL STANDARDS
78298526	IDMS
78298450	INSTRUCTIONAL DATA MANAGEMENT SYSTEM
Common Law Trademark and Tradename	PULLIAM
Internet Domain Names	Pulliamgroup.com Focusonstandards.com Focusonstandards.net Focusonstandards.org Idmsweb.com

