

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Sugarcrest Development Group, Inc.		07/20/2005	CORPORATION: DISTRICT OF COLUMBIA
RECEIVING PARTY DATA			
Name:	Reed Elsevier Inc.		
Street Address:	255 Washington Street, Suite 350		
Internal Address:	Third Floor		
City:	Newton		
State/Country:	MASSACHUSETTS		
Postal Code:	02458		
Entity Type:	CORPORATION: MASSACHUSETTS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2934628	FIND, WIN AND KEEP CLIENTS FOR LIFE	
CORRESPONDENCE DATA			
Fax Number:	(302)884-8300		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	trademarks@reilaw.com		
Correspondent Name:	Reed Elsevier Intellectual Property		
Address Line 1:	1105 North Market Street, Suite 501		
Address Line 2:	5th Floor		
Address Line 4:	Wilmington, DELAWARE 19801		
NAME OF SUBMITTER:	RENEE SIMONTON		
Signature:	/renee simonton/		
Date:	09/14/2005		

CH \$40.00 2934628

Total Attachments: 1
source=Find,Win&Keep#page1.tif

Trademark Assignment

WHEREAS, Sugarcrest Development Group, Inc., a corporation of the District of Columbia, with its principal place of business at 1025 Connecticut Avenue, NW, Suite 1012, Washington, DC 20036 (hereinafter "Assignor"), has adopted, owns and is using the mark **FIND, WIN AND KEEP CLIENTS FOR LIFE** (hereinafter "the Mark") in connection with "business development training in the legal services field"; and

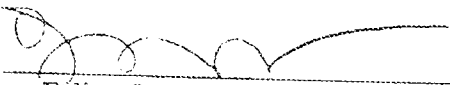
WHEREAS, Assignor owns a federal registration for the Mark on the Principal Register of the U.S. Patent and Trademark Office in connection with the services identified therein, namely, U.S. Trademark Registration No. 2,934,628 registered on March 22, 2005 (hereinafter "the Registration"); and

WHEREAS, Reed Elsevier Inc., a Massachusetts corporation, with its principal place of business at 125 Park Avenue, 23rd Floor, New York, NY 10017 (hereinafter "the Assignee"), desires to acquire the Mark and the Registration;

NOW, THEREFORE, Assignor hereby sells, assigns, transfers and otherwise conveys to Assignee the entire right, title, interest in and to the Mark in the United States and all jurisdictions outside the United States, together with the goodwill of the business connected with an symbolized by the Mark (including, without limitation, the right to renew the Registration, the right to apply for trademark registrations within or outside the United States based in whole or in part upon the Mark, and any priority right that may arise from the Mark, the same to be held and enjoyed by Assignee as fully and entirely as said interest could have been held and enjoyed by Assignor had this sale, assignment, transfer and conveyance note been made.

Assignor authorizes the Commissioner of Trademarks of the United States and other empowered officials of the United States Patent and Trademark Office and officials in any applicable jurisdictions outside the United States to record the transfer of the Registration to Assignee as assignee of Assignor's entire right, title and interest in the Mark. Assignor agrees to further execute any documents reasonably necessary at any time now or in the future to effect and/or perfect this assignment or to confirm Assignee's ownership of the Mark.

SUGARCREST DEVELOPMENT GROUP, INC.

By: 
Name: Felice C. Wagner
Title: Chief Executive Officer

Date: 7/20/05