

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
ETS Pulliam, LLC		12/05/2005	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Educational Testing Service		
Street Address:	Rosedale Road		
City:	Princeton		
State/Country:	NEW JERSEY		
Postal Code:	08541		
Entity Type:	non-profit corporation: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78521556	IDMS	
CORRESPONDENCE DATA			
Fax Number:	(212)953-7201		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-415-9200		
Email:	ny.trademark@dorsey.com		
Correspondent Name:	Lile H. Deinard		
Address Line 1:	250 Park Avenue		
Address Line 2:	15th Floor		
Address Line 4:	New York, NEW YORK 10177		
ATTORNEY DOCKET NUMBER:	457313-00001		
NAME OF SUBMITTER:	Lile H. Deinard		
Signature:	/lhd/		

OP \$40.00 78521556

Date:

12/09/2005

Total Attachments: 1

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TRADEMARK ASSIGNMENT

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 trademark application no. 78/521,556 for the mark IDMS (the "Mark");

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 Mark and desires to acquire the Mark;

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 Mark, together with the goodwill of the business associated with the use of and symbolized by the Mark, all common law rights therein and the U.S. application and registration 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.

ETS Pulliam, LLC, Assignor

By: John H. Oswald
Name: John H. Oswald
Title: President and CEO
Date: 12/15/05

Educational Testing Service, Assignee

By: Sheree Johnson-Gregory
Name: Sheree Johnson-Gregory
Title: Associate General Counsel
Date: 12/8/05