

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
INSURANCE ACHIEVEMENT, INC.		06/30/2004	CORPORATION: LOUISIANA
RECEIVING PARTY DATA			
Name:	DF INSTITUTE, INC.		
Street Address:	30 SOUTH WACKER DRIVE		
Internal Address:	SUITE 2500		
City:	CHICAGO		
State/Country:	ILLINOIS		
Postal Code:	60606		
Entity Type:	CORPORATION: ILLINOIS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1107536	INSURANCE ACHIEVEMENT A PROFESSIONAL LEARNING EXPERIENCE IA	
CORRESPONDENCE DATA			
Fax Number:	(212)370-1819		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-661-1400		
Email:	rkadden@vonmaltitz.com		
Correspondent Name:	Ronald S. Kadden		
Address Line 1:	60 East 42nd Street, Suite 4410		
Address Line 2:	Suite 4410		
Address Line 4:	New York, NEW YORK 10165		
NAME OF SUBMITTER:	Ronald S. Kadden		
Signature:	/Ronald S. Kadden/		

OP \$40.00 1107536

Date:

07/01/2006

Total Attachments: 2

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TRADEMARK ASSIGNMENT

This Assignment is made and entered into as of the 30th day of June 2004 (the "Trademark Assignment") by and between INSURANCE ACHIEVEMENT, INC., a Louisiana corporation (the "Assignor") and DF INSTITUTE, INC., an Illinois corporation (the "Assignee").

W I T N E S S E T H:

WHEREAS, Assignor owns all rights to the registered trademark INSURANCE ACHIEVEMENT A PROFESSIONAL LEARNING EXPERIENCE IA, Reg. No. 1,107,536 for "educational services—namely, conducting courses in the field of insurance," and all common law rights associated therewith ("Trademark"), together with all goodwill arising from the use of and symbolized by the Trademark; and

WHEREAS, by an Asset Purchase Agreement, dated June 30, 2004, the Assignor has agreed to assign, and Assignee has agreed to acquire, all of the Assignor's right, title and interest in and to the Trademark, together with all of the goodwill associated therewith, and all rights to claims of past infringement thereof.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor does hereby assign, sell and transfer to the Assignee, its successors and assigns, all of the Assignor's right, title and interest in and to the Trademark throughout the world, including all applications therefore and all goodwill pertaining thereto, the right to conduct business under the Trademark, including the right to license others under the Trademark, the portion of the business of Assignor to which any intent-to-use applications pertains, and all rights to sue and to collect damages and payments for claims of past or future infringements or misappropriations thereof.

Assignor hereby agrees to execute upon the request of Assignee such additional documents as are necessary to register and otherwise give full effect to and to perfect the right of Assignee under this Trademark Assignment in and to the Trademark, worldwide, including all documents necessary to record in the name of the Assignee, the assignment of the Trademark with the United States Patent and Trademark Office and, with respect to any equivalent foreign rights, with any other appropriate foreign or international office or registrar, and reasonably assist in any proceedings relating to the Assignee's right, title and interest and benefit in the Trademark. If Assignor fails or refuses to do so, Assignor hereby irrevocably appoints Assignee as Assignor's true and lawful attorney-in-fact to execute these documents.

