

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Assignment		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Babcox Publications, Inc.		04/02/2007	INC. ASSOCIATION: OHIO
RECEIVING PARTY DATA			
Name:	Babcox Publications, LLC		
Street Address:	3350 Embassy Parkway		
City:	Akron		
State/Country:	OHIO		
Postal Code:	44333		
Entity Type:	LIMITED LIABILITY COMPANY: OHIO		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78805056	ACCELERATING BUSINESS	
CORRESPONDENCE DATA			
Fax Number:	(330)864-7986		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	330-864-5550		
Email:	awilcox@hahnlaw.com		
Correspondent Name:	Amanda H. Wilcox; Hahn Loeser + Parks LL		
Address Line 1:	One GOJO Plaza		
Address Line 2:	Suite 300		
Address Line 4:	Akron, OHIO 44311-1076		
ATTORNEY DOCKET NUMBER:	115539.00045		
NAME OF SUBMITTER:	Amanda H. Wilcox		
Signature:	/Amanda H. Wilcox/		
Date:	04/27/2007		

CH \$40.00 78805056

Total Attachments: 2

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Trademark Assignment

This Trademark Assignment, effective as of February 28, 2006, (the "Effective Date") is entered into by and between BABCOX PUBLICATIONS, INC., an Ohio corporation, with its principal place of business at 3550 Embassy Parkway, Akron, Ohio 44333 ("Assignor"), and BABCOX PUBLICATIONS, LLC, a Delaware Limited Liability Company having a principal place of business at 3550 Embassy Parkway, Akron, Ohio 44333 ("Assignee");

WHEREAS, Assignor has adopted, owns, is using, or has the intent to use the trademarks or trademark applications listed on Schedule A attached hereto ("the Trademarks"), and in addition to any state or common-law rights in the Trademarks, owns federal registrations or applications for the Trademarks on the Principal Register of the United States Patent and Trademark Office in connection with the goods and/or services identified therein;

WHEREAS, Assignee desires to acquire the entire right, title and interest in the Trademarks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks, any state or common-law rights in the Trademarks, and the federal registrations listed on Schedule A.

BABCOX PUBLICATIONS, INC.

By: *A. Regalicia*

Title: C.F.O.

Date: 4-2-07

BABCOX PUBLICATIONS, LLC.

By: *A. Regalicia*

Title: C.F.O.

Date: 4-2-07

Dated effective as of:

SUBSCRIBED and SWORN to before
me this 2 of APRIL, 2007

Notary Public

Janice Zimmerman

My Commission Expires:

JANICE ZIMMERMAN, Notary Public
Residence - Stark County
State Wide Jurisdiction, Ohio
My Commission Expires Oct. 23, 2010

AKR - 121790.1

TRADEMARK
REEL: 003530 FRAME: 0588

SCHEDULE A

TRADEMARK REGISTRATIONS AND TRADEMARK APPLICATIONS
(United States)

Mark	Serial Number	Filing Date
ACCELERATING BUSINESS	78/805,056	February 2, 2006