

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL |
| EFFECTIVE DATE: | 07/03/2007 |

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|---------------------------|----------|----------------|------------------------------------|
| Business Book Review, LLC | | 07/03/2007 | LIMITED LIABILITY COMPANY: GEORGIA |

RECEIVING PARTY DATA

| | |
|-----------------|------------------------|
| Name: | EBSCO Publishing, Inc. |
| Street Address: | 10 Estes Street |
| City: | Ipswich |
| State/Country: | MASSACHUSETTS |
| Postal Code: | 01938 |
| Entity Type: | CORPORATION: ALABAMA |

PROPERTY NUMBERS Total: 2

| Property Type | Number | Word Mark |
|----------------------|---------|----------------------|
| Registration Number: | 2630050 | BUSINESS BOOK REVIEW |
| Registration Number: | 2726310 | BBR |

CORRESPONDENCE DATA

Fax Number: (404)685-7070
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 404 815 3770
 Email: caholland@sgrlaw.com
 Correspondent Name: Christopher A. Holland
 Address Line 1: 1230 Peachtree Street, N.E.
 Address Line 2: Suite 3100, Promenade II
 Address Line 4: Atlanta, GEORGIA 30309

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|-------------------------|------------------------|
| ATTORNEY DOCKET NUMBER: | 043961.001 |
| NAME OF SUBMITTER: | Christopher A. Holland |

TRADEMARK

Signature:

/Christopher A. Holland/

Date:

08/06/2007

Total Attachments: 3

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment") is entered into as of July 3, 2007 ("Effective Date") by and between Business Book Review, LLC, a Georgia limited liability company ("BBR") and EBSCO Publishing, Inc., an Alabama corporation ("EP").

WITNESSETH:

WHEREAS, BBR and EP are parties to that certain Asset Purchase Agreement, dated as of the Effective Date (the "APA"), pursuant to which BBR has agreed to contribute to EP the Purchased Assets (as defined in the APA) and all of BBR's rights, title and interests therein, including without limitation the trademarks set forth on Schedule A appended hereto (the "Trademarks") and that portion of the business to which the Trademarks pertain.

NOW, THEREFORE, pursuant to the terms and conditions of the APA, and for good and valuable consideration, including the provisions and covenants herein and therein, the receipt and sufficiency of which is hereby acknowledged, BBR and EP agree as follows:

1. BBR hereby sells, grants, assigns, transfers, and delivers to EP all of its right, title and interest in and to the Trademarks, including without limitation the goodwill of the business appurtenant thereto and which is symbolized thereby, and the right to renew any Trademark, to be held and enjoyed by EP for its own use and benefit and for the use and benefit of its successors, assigns and legal representatives, to be used as fully and entirely as said rights would have been held and enjoyed by BBR had this Assignment not been made, together with all claims for damage by reason of past or future infringement of said Trademarks with the right to sue and collect the same for its own use or for the use of its successors, assigns or other legal representatives.
2. This Assignment shall be construed, performed and enforced in accordance with, and governed by, the laws of the State of Alabama.
3. In the event that any provision of this Assignment shall be construed to conflict with a provision of the APA, the provision in the APA shall be deemed controlling.
4. This Assignment may be executed simultaneously in one or more counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument.
5. BBR hereby authorizes the Commissioner of Patents and Trademarks of the United States and other empowered officials of the United States Patent and Trademark Office to transfer all registrations for the Trademarks to EP as assignee of the entire right, title and interest therein or otherwise as EP may direct, in accordance with this Assignment.
6. BBR hereby agrees to execute such other documents and take such other actions as may be reasonably requested by EP to evidence more fully the transfer of ownership of the Trademarks to EP.
7. All capitalized terms used herein and not otherwise defined shall have the meanings ascribed thereto in the APA.

IN WITNESS WHEREOF, each of the parties hereto caused this Agreement to be executed by its duly authorized officer, as of the day and year first above written.

"EP"

EBSCO PUBLISHING, INC, an
Alabama corporation

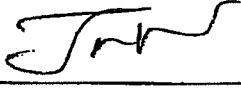
By 

Name: Tim Collins

Title: Vice President and General Manager

"BBR"

BUSINESS BOOK REVIEW, LLC, a
Georgia limited liability company

By 

Name: Dr. Jagdish Sheth

Title: President

SCHEDULE A

TRADEMARKS

BUSINESS BOOK REVIEW (PTO Reg. No. 2630050)

BBR - (PTO Reg. No. 2726310)