

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
The Brain Store, Inc.		02/17/2006	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Corwin Press, Inc.		
Street Address:	2455 Teller Road		
City:	Thousand Oaks		
State/Country:	CALIFORNIA		
Postal Code:	91320		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2586762	THE BRAIN STORE	
CORRESPONDENCE DATA			
Fax Number:	(310)820-5988		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(310) 207-3800		
Email:	dax_alvarez@bstz.com		
Correspondent Name:	Dax Alvarez		
Address Line 1:	12400 Wilshire Boulevard		
Address Line 2:	Seventh Floor		
Address Line 4:	Los Angeles, CALIFORNIA 90025-1040		
ATTORNEY DOCKET NUMBER:	002252.A003		
NAME OF SUBMITTER:	Dax Alvarez		
Signature:	/dax alvarez/		
Date:	12/11/2007		

CH \$40.00 2586762

Total Attachments: 2
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Exhibit B

ASSIGNMENT OF TRADEMARKS

ASSIGNMENT made as of the 17th day of February 2006, between THE BRAIN STORE, INC., a California corporation, with offices at 4202 Sorrento Valley Blvd., Suite B, San Diego, California ("Assignor"), to CORWIN PRESS, INC., a California corporation, with offices at 2455 Teller Road, Thousand Oaks, California 91320 ("Assignee").

WHEREAS, Assignor is the owner of a certain book, CD and DVD products, and certain rights and tangible and intangible property pertaining thereto (the "Titles"), and has used on, and in connection with the business of, the Titles the title and trademark "The Brain Store" and a particular cover trade dress, and such other trademarks, trade names, service marks, logos, slogans, and designs used on or associated exclusively with the Titles, registered and unregistered, throughout the world (the "Trademarks"); and

WHEREAS, Assignee, in connection with acquiring all of Assignor's rights and tangible and intangible property pertaining to the Titles, desires to acquire all of the rights, title, and interest that Assignor may have in and to the Trademarks, registered and unregistered, and any registrations or applications for registration therefor, together with the goodwill of the business in connection with which the Trademarks are used and which is symbolized by the Trademarks, and the right to recover damages and profits for past infringements thereof.

NOW, THEREFORE, in consideration of One Dollar (\$1.00) and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns unto Assignee, its legal representatives, successors, and assigns, all of Assignor's rights, title, and interest in and to the Trademarks, registered and unregistered, and any registrations and applications for registration therefor, for the United States and throughout the world together with the goodwill of the business in connection with which the Trademarks are used and which is symbolized by the Trademarks, and the right to recover damages and profits for past infringements thereof.

Assignor shall, upon the request of Assignee, execute and deliver all papers, instruments, and assignments, and perform any other reasonable acts Assignee may require in order to vest all Assignor's rights, title, and interest in and to the Trademarks in the Assignee and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by the Assignee, to the extent such evidence is in the possession or control of Assignor.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed by its duly authorized officer and delivered as of the date hereof.

ASSIGNOR
THE BRAIN STORE, INC.

By: *Eric Jensen*
Name: ERIC JENSEN
Title: President

ASSIGNEE
CORWIN PRESS, INC.

By: *Douglas M. Rife*
Name: Douglas M. Rife
Title: President & Publisher