

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
CollegeConfidential.com, Inc.		09/08/2008	CORPORATION: INDIANA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Hobsons, Inc.		
<b>Street Address:</b>	50 E-Business Way, Suite 300		
<b>City:</b>	Cincinnati		
<b>State/Country:</b>	OHIO		
<b>Postal Code:</b>	45241		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2855698	COLLEGE CONFIDENTIAL	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(513)891-2230		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	513-891-2100		
<b>Email:</b>	fgribbell@tayloraustr.com		
<b>Correspondent Name:</b>	Frederick H. Gribbell		
<b>Address Line 1:</b>	10250 Alliance Road, Suite 120		
<b>Address Line 4:</b>	Cincinnati, OHIO 45242		
<b>ATTORNEY DOCKET NUMBER:</b>	CVI08116.US		
<b>NAME OF SUBMITTER:</b>	Frederick H. Gribbell		
<b>Signature:</b>	/fhg/		
<b>Date:</b>	10/13/2008		

OP \$40.00 2855698

Total Attachments: 2

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## TRADEMARK ASSIGNMENT

WHEREAS, CollegeConfidential.com, Inc., a corporation duly organized and existing under the laws of Indiana, having its principal place of business at 536 Miani Club Court, Mashawaka, IN 46544 (hereinafter referred to as "ASSIGNOR"), owns the entire interest in:

United States Trademark Registration No. 2,855,698 for COLLEGE CONFIDENTIAL (the "Trademark"); and

WHEREAS, Hobsons, Inc., a corporation duly organized and existing under the laws of Delaware, having its principal place of business at 50 E-Business Way, Suite 300, Cincinnati, OH 45241 (hereinafter referred to as "ASSIGNEE"), is desirous of acquiring the entire interest therein:

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the ASSIGNOR hereby sells, assigns, and transfers and sets over, unto the said ASSIGNEE, its successors, legal representatives and assigns, the entire right, title and interest in, to and under the Trademark throughout the United States of America (including its territories and dependencies) and all countries foreign thereto, including said United States applications thereof, and all Registered Trademarks of the United States which may be granted thereon; accompanied by the goodwill of all business connected with the use of and symbolized by such marks, including the right to sue for, settle, or release any past, present, or future infringement thereof or unfair competition involving the same.

TO BE HELD AND ENJOYED by said ASSIGNEE, its successors, and assigns, to the full ends of the respective terms for which said Trademark has been or may be granted a registration, as fully and entirely as the same would have been held and enjoyed by ASSIGNOR, had no sale and assignment of said interest been made.


ASSIGNOR HEREBY authorizes and requests the Commissioner of Patents and Trademarks of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue trademark registrations on applications as aforesaid, to issue the same to the said ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

ASSIGNOR HEREBY grants the firm of TAYLOR & AUST, P.C. the power to insert in this Assignment any further identification or information which may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office, or any foreign patent/trademark office, for recordation of this document.

ASSIGNOR HEREBY covenants that it has full right to convey the entire interest herein assigned, and that it has not executed, and will not execute, any agreement in conflict herewith.

ASSIGNOR HEREBY further covenants and agrees that it will: communicate to the said ASSIGNEE, its successors, legal representatives and assigns, any facts known to ASSIGNOR respecting said Trademark, and testify in any legal proceeding; sign all lawful future documents, including assignments in favor of ASSIGNEE, or its designees, as ASSIGNEE or its designee may from time-to-time present to ASSIGNOR in order to perfect title in said Trademark; and make all rightful oaths, and generally do everything possible to aid said ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper protection for said Trademark in all countries.

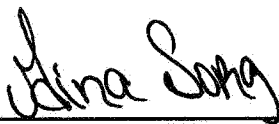
ASSIGNOR: CollegeConfidential.com, Inc.

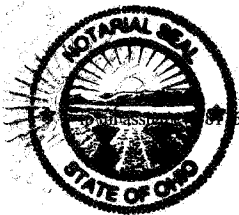
By:   
Adam Webster  
Title: Treasurer  
Date: 7/8/2008

STATE OF Ohio  
COUNTY OF Butler

SS:

Before me personally appeared, Adam Webster, to me known to be the person described in the above assignment, who signed the foregoing instrument in my presence and acknowledged the same to be his free act and deed, on the day and year aforesaid.

  
Notary Public  
Commission Expires: December 19, 2012



**GINA M. SORG**  
Notary Public  
In and for the State of Ohio  
My Commission Expires  
December 19, 2012