

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
Idex, Inc.		10/27/2008	CORPORATION: KANSAS
RECEIVING PARTY DATA			
Name:	Reed Elsevier Inc.		
Street Address:	2 Newton Place		
City:	Newton		
State/Country:	MASSACHUSETTS		
Postal Code:	02458		
Entity Type:	CORPORATION: MASSACHUSETTS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2540631	IDEX	
CORRESPONDENCE DATA			
Fax Number:	(302)884-8300		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	302-884-8309		
Email:	jacqueline.gregorski@lexisnexis.com		
Correspondent Name:	Jacqueline Gregorski		
Address Line 1:	1105 N. Market Street		
Address Line 2:	Suite 501		
Address Line 4:	Wilmington, DELAWARE 19801		
ATTORNEY DOCKET NUMBER:	IDEX		
NAME OF SUBMITTER:	Jacqueline Gregorski		
Signature:	/Jacqueline Gregorski/		
Date:	10/28/2008		

OP \$40.00 2540631

Total Attachments: 3

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IDEX, INC. TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "**Assignment**") is executed and delivered as of October 27, 2008, by IDEX, Inc., a Kansas corporation ("**Assignor**"), in favor of Reed Elsevier Inc., a Massachusetts corporation ("**Assignee**"). Capitalized terms not otherwise defined herein shall have the meanings ascribed to such terms in the Purchase Agreement (as hereinafter defined).

WHEREAS, pursuant to that certain Asset Purchase Agreement, dated as of October 14, 2008 (the "**Purchase Agreement**"), by and among Assignor, Assignee, Horizon Holdings, Inc. (the "**Shareholder**"), the Robert L. White Trust (the "**Trust**"), Robert L. White, as beneficiary of the Trust, and Robert L. White, as representative of Assignor and the Shareholder, Assignor has agreed, among other things, to assign to Assignee its interest in all trademark and service mark registrations and applications therefore, in each case listed on Schedule 1 hereto (the "**Assigned Marks**").

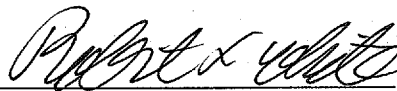
NOW, THEREFORE, for good and valuable consideration provided in the Purchase Agreement, and other good and valuable consideration, the receipt and adequacy of which are acknowledged, the parties hereby agree as follows:

1. Assignor hereby sells, assigns, transfers and delivers to Assignee any and all right, title, and interest of Assignor in and to the Assigned Marks and all related common-law rights and all goodwill associated therewith and the right to sue and recover (for the sole use and benefit of Assignee and its successors, assigns, or other legal representatives) damages for past, present and future infringement, misappropriation, dilution or other violation thereof or damage thereto.
2. Assignee is to hold all right, title, and interest in and to the Assigned Marks as fully and exclusively as it would have been held and enjoyed by Assignor had the assignment in Section 1 not been made.
3. Assignor authorizes and requests the Commissioner of Patents and Trademarks of the United States and the equivalent office in each country in which the Assigned Marks are registered to record Assignee as the assignee and owner of the Assigned Marks and to issue any trademarks which may be granted on any applications included in the Assigned Marks to Assignee as assignee of the entire right, title and interest therein and thereto.
4. This Assignment is valid as between the parties as of the Closing Date (as defined in the Purchase Agreement). Assignor agrees, without additional consideration, to take such further actions and to execute any powers of attorney, applications, assignments, declarations, affidavits, and other papers necessary or desirable to transfer, vest, record and perfect good, valid and marketable title in the Assigned Marks to the Assignee.
5. To the extent there is a conflict between the terms and provisions of this Assignment and the Purchase Agreement, the terms and provisions of the Purchase Agreement will govern.
6. This Agreement shall be governed by and construed in accordance with the laws of the State of New York regardless of the laws that might otherwise govern under applicable principles of conflicts of laws thereof. Any dispute arising under or in connection with this Assignment shall be resolved in the federal courts in and for Johnson County, Kansas, and the parties hereby submit to the exclusive jurisdiction of such courts in respect of any such proceeding.

[Signature page follows]


IN WITNESS WHEREOF, Assignor has executed this Assignment as of the date first written above.

IDEX, INC.

By: 
Name: Robert L. White
Title: President

Schedule 1 to Idex, Inc. Trademark Assignment

Idex, Inc. Assigned Marks

MARK	OWNER	COUNTRY	APPL. # / REG. #	FILING DATE / REG. DATE	STATUS
IDEX and design 	Idex, Inc. (Kansas Corp.) P.O. Box 12426 8691 W. 96th Street Overland Park Kansas, 66212	USA	SN:78-076162 RN:2,540,631	July 27, 2001 / February 19, 2002	Registered

KCP-1641233-1

RECORDED: 10/28/2008

**TRADEMARK
REEL: 003878 FRAME: 0474**