

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
AARP		06/19/2009	CORPORATION: DISTRICT OF COLUMBIA
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: 1			
Property Type	Number	Word Mark	
Registration Number:	2154607	AGELINE	
CORRESPONDENCE DATA			
Fax Number:	(404)685-7070		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	404 815 3770		
Email:	mdalton@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		
ATTORNEY DOCKET NUMBER:	043961.055		
NAME OF SUBMITTER:	Christopher A. Holland		
Signature:	/Christopher A. Holland/		

OP \$40.00 2154607

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**TRADEMARK
 REEL: 004299 FRAME: 0039**

Date:

10/18/2010

Total Attachments: 3

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Exhibit A

Purchased Assets

Description of the Purchased Assets

The Purchased Assets consist of all of Seller's right, title and interest in and to the following:

- (a) AgeLine and the *Thesaurus of Aging Terminology* (the "Database") – including all rights of copyright therein, including all rights of copyright renewals, regardless of whether registrations of copyright have been secured or applied for;
- (b) all registered or unregistered trademarks, service marks and applications related to the Database and used by Seller in connection therewith;
- (c) all current subscriber lists and customer account information relating to the Database, excluding lists of former subscribers, to be delivered at closing;
- (d) all paper copies of past editions of the Database, in Seller's possession, except for sample copies of each edition;
- (e) all know-how, trade secrets, confidential information, technical information, data, process and technology primarily related to, arising from, embodied in or consisting of, the foregoing regarding the Database, to be delivered at closing;
- (f) and any other assets, as pertains to the Database, not retained by the Seller that are necessary to conduct the Business of the Seller in the normal course.

Buyer shall assume the following contracts (the "Assumed Contracts") with vendors (the "Vendors") relating to the Business, which are included and described in the due diligence binder delivered by Seller to the Buyer:

- Cambridge Scientific Abstracts (CSA, now ProQuest)
- Dialog (now ProQuest)
- EBSCO Publishing
- Ovid
- SilverPlatter (now Ovid)
- Infotrieve

Buyer shall assume the Memorandum of Understanding (MOA) between the Administration on Aging (AoA) and the AARP, dated September 9, 1983, and attached hereto in Exhibit A.

Schedule 6(n) – Intellectual Property

(i) Copyrights and Trademarks:

AgeLine; Trademark; registration date: May 5, 1998; renewal date: May 19, 2008

Thesaurus of Aging Terminology, 3rd ed., Copyright, 1986

Thesaurus of Aging Terminology, 4th ed., Copyright, 1992

(ii) MOA with AoA, attached in above Exhibit A, which is a license of data to Seller

(iii) NONE

(iv) NONE