

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	This submission is made to correct an error in the cover sheet for the assignment previously recorded at Reel/Frame 2345/0624. The receiving party, a Michigan limited liability company, was incorrectly identified as a corporation.		
<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
ECAMPUS.COM, INC.		07/17/2001	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
Name:	BOOK ACQUISITION, LLC		
Street Address:	2415 Palumbo Drive		
City:	Lexington		
State/Country:	KENTUCKY		
Postal Code:	40509		
Entity Type:	LIMITED LIABILITY COMPANY: MICHIGAN		
<b>PROPERTY NUMBERS Total: 1</b>			
Property Type	Number	Word Mark	
Serial Number:	75715808	ECAMPUS.COM	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(202)955-5564		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	202-419-2404		
Email:	stephen.jeffries@hklaw.com		
Correspondent Name:	Stephen J. Jeffries		
Address Line 1:	2099 Pennsylvania Avenue, NW, Suite 100		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20006		
<b>ATTORNEY DOCKET NUMBER:</b>	079931.00001		
<b>NAME OF SUBMITTER:</b>	Stephen J. Jeffries		
<b>Signature:</b>	/Stephen J. Jeffries/		

OP \$40.00 75715808

**900199109**

**TRADEMARK  
 REEL: 004599 FRAME: 0842**

Date:

08/08/2011

**Total Attachments: 4**

source=ecampus.com\_1st\_assignment\_Aug\_08\_2011\_15\_08\_49\_580#page1.tif

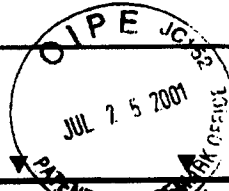
source=ecampus.com\_1st\_assignment\_Aug\_08\_2011\_15\_08\_49\_580#page2.tif

source=ecampus.com\_1st\_assignment\_Aug\_08\_2011\_15\_08\_49\_580#page3.tif

source=ecampus.com\_1st\_assignment\_Aug\_08\_2011\_15\_08\_49\_580#page4.tif

08-13-2001

FORM PTO-1594 (Modified)  
(Rev. 6-93)  
OMB No. 0651-0011 (exp 4/94)  
Copyright 1994-97 LegalStar  
TM05/REV03



REC  
TR



101809537

Docket No.:

41412-999

Tab settings

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies): **7250)**  
**ECAMPUS.COM, INC.**  
**1999 Richmond Road**  
**Lexington, KY 40502**

Individual(s)                       Association  
 General Partnership               Limited Partnership  
 Corporation-State **Delaware**  
 Other

Additional names(s) of conveying party(ies)       Yes  No

2. Name and address of receiving party(ies):

Name: **BOOK ACQUISITION, LLC**  
Internal Address: \_\_\_\_\_  
Street Address: **2415 Palumbo Drive**  
City: **Lexington** State: **KY** ZIP: **40509**

Individual(s) citizenship  
 Association  
 General Partnership  
 Limited Partnership  
 Corporation-State **Michigan**  
 Other

If assignee is not domiciled in the United States, a domestic designation is  Yes  N  
(Designations must be a separate document from  
Additional name(s) & address(es)  Yes  N

3. Nature of conveyance:

Assignment                       Merger  
 Security Agreement               Change of Name  
 Other

Execution Date: **July 15, 2001**

4. Application number(s) or registration numbers(s):

A. Trademark Application No. (s)  
**75/803,624    75/792,439    75/715,808**  
**75/793,497    75,739,335**  
**75,792,440    75,738,842**

Additional numbers  Yes  No

B. Trademark Registration No.(s)  
**2,408,463**  
**2,231,959**

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: **Franklin Enterprises, Inc.**  
Internal Address: **Attention: Michael O'Loughlin**  
Street Address: **520 Lake Cook Road**  
**Suite 380**  
City: **Deerfield** State: **IL** ZIP: **60015**

6. Total number of applications and registrations involved..... **9**

7. Total fee (37 CFR 3.41):..... \$ **240.00**

Enclosed  
 Authorized to be charged to deposit account

8. Deposit account number:  
**04-2223**

08/10/2001 AMHE01 00000203 042223 75803624  
01 FC:481 40.00 CH

DO NOT USE THIS SPACE

9. Statement and signature.  
*To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.*  
**Donald N. Huff**  
Name of Person Signing                      Signature                      Date **July 23, 2001**

Total number of pages including cover sheet, attachments, and **4**

TRADEMARK  
REEL: 002345 FRAME: 0624

TRADEMARK  
REEL: 004599 FRAME: 0844

## ASSIGNMENT OF TRADEMARKS

WHEREAS, ecampus.com, Inc., a Delaware corporation ("Assignor"), owns the trademarks and trademark applications (the "Trademarks") listed on the attached Schedule I;

WHEREAS, Book Acquisition LLC, a Michigan limited liability company ("Assignee"), is desirous of acquiring the Trademarks and the registrations thereof, and the goodwill associated therewith; and

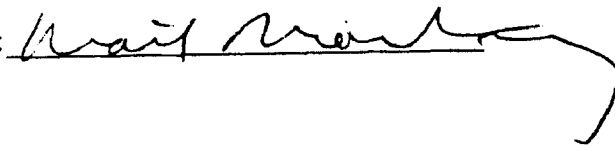
WHEREAS, Assignor and Assignee have entered into an Asset Purchase Agreement dated June 8, 2001 (the "Agreement") pursuant to which Assignor has agreed to sell the Trademarks and the registrations thereof to Assignee;

NOW, THEREFORE, in consideration of the agreements made by Assignee under the Agreement and for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor has assigned, sold and set over, and by these presents assigns, sells and sets over unto Assignee, its successors, legal representatives and assigns, the entire right, title, and interest to, any and all rights and privileges associated with, the Trademarks identified on Schedule I attached hereto, and registrations for the foregoing provided under the laws of the United States, or the individual States thereof, and of jurisdictions foreign thereto, together with the goodwill of the business symbolized thereby and the right to bring suit and collect damages for past infringements thereof.

This Assignment of Trademarks is given under the terms of the Agreement and is subject to the terms and conditions contained therein. Any term used in this Assignment of Trademarks which is not defined here shall have the meaning given it in the Agreement.

IN WITNESS WHEREOF, an authorized officer of Assignor has duly executed this Assignment of Trademarks on this 5 day of July, 2001

ECAMPUS.COM, INC.

By: 

**TRADEMARK**  
**REEL: 002345 FRAME: 0625**

**TRADEMARK**  
**REEL: 004599 FRAME: 0845**

STATE OF KENTUCKY     )  
  )ss.  
COUNTY OF FAYETTE    )

Before me this 18<sup>th</sup> day of July, 2001 personally appeared Michael Montgomery, to me known to be the person who is described in and who executed the foregoing assignment instrument and acknowledged to me that he executed the same of his own free will for the purpose therein expressed.

  
Notary Public

TRADEMARK  
REEL: 002345 FRAME: 0626

TRADEMARK  
REEL: 004599 FRAME: 0846

# SCHEDULE I

1. Trademark Registration Numbers:

2,408,463

2,231,959

2. Trademark Application Numbers:

75/803,624

75/793,497

75/792,440

75/792,439

75/739,335

75/738,842

75/715,808

BH01\300706.2  
ID\JWCR

**RECORDED: 07/25/2001**

**TRADEMARK  
REEL: 002345 FRAME: 0627**

**RECORDED: 08/08/2011**

**TRADEMARK  
REEL: 004599 FRAME: 0847**