

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	07/31/2012

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Avenue100 Media Solutions LLC		07/28/2013	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	The Washington Post Company
Street Address:	1150 15th Street, N.W.
City:	Washington
State/Country:	DISTRICT OF COLUMBIA
Postal Code:	20071
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 3

Property Type	Number	Word Mark
Registration Number:	3474183	STUDENTADVISOR
Registration Number:	3322630	STUDENTADVISOR
Registration Number:	4145046	STUDENTADVISOR

CORRESPONDENCE DATA

Fax Number: 2024084400
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: 202.408.4000
 Email: docketing@finnegan.com
 Correspondent Name: Laurence R. Hefter
 Address Line 1: 901 New York Avenue, N.W.
 Address Line 2: Finnegan, Henderson et al
 Address Line 4: Washington, DISTRICT OF COLUMBIA 20001

OP \$90.00 3474183

ATTORNEY DOCKET NUMBER:	05793.0999
NAME OF SUBMITTER:	Laurence R. Hefter
Signature:	/Laurence R. Hefter/
Date:	07/31/2013
Total Attachments: 2 source=Avenue100 - executed assignment#page1.tif source=Avenue100 - executed assignment#page2.tif	

NUNC PRO TUNC ASSIGNMENT

Avenue100 Media Solutions LLC, a Delaware Limited Liability Company with its principal place of business at 10 Presidential Way, Woburn, MA 01801 ("Assignor"), is the record owner of the trademarks identified in Exhibit A and of the U.S. trademark registrations therefor ("the Trademarks").

On approximately July 31, 2012, The Washington Post Company, a Delaware corporation with its principal place of business at 1150 15th Street, N.W., Washington, D.C. 20071 ("Assignee"), acquired the Trademarks from Assignor. Assignee is the owner in fact of the Trademarks and the parties desire to reflect this fact in the records of the U.S. Patent and Trademark Office.

In consideration of the foregoing and for other good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns nunc pro tunc as of July 31, 2012 to Assignee all its right, title, and interest in and to the Trademarks, together with the goodwill of the business associated with the Trademarks, and the right to sue and recover for past infringements, dilution, and other violations.

Avenue100 Media Solutions LLC

By: 

Name: Robert D. Carbone

Title: CEO

Date: 7/26/2013

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EXHIBIT A

<u>MARK</u>	<u>REG. NO.</u>	<u>REG. DATE</u>
STUDENTADVISOR	3,474,183	July 22, 2008
STUDENTADVISOR & Design	3,322,630	October 30, 2007
STUDENTADVISOR	4,145,046	May 22, 2012