

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

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Executive Conversation, Inc.		11/08/2013	CORPORATION: WASHINGTON

**RECEIVING PARTY DATA**

<b>Name:</b>	Executive Conversation, Inc.
<b>Street Address:</b>	894 Incline Way
<b>City:</b>	Incline Village
<b>State/Country:</b>	NEVADA
<b>Postal Code:</b>	89451
<b>Entity Type:</b>	CORPORATION: INDIANA

**PROPERTY NUMBERS Total: 7**

Property Type	Number	Word Mark
Registration Number:	3303746	THE LANGUAGE OF RESULTS
Registration Number:	3282590	EXECUTIVE CONVERSATION
Registration Number:	3004160	III DAY MBA
Registration Number:	3395649	EXECUTIVE FOCUSED SELLING
Registration Number:	3024981	CIA
Registration Number:	2394539	EXECUTIVE CONVERSATION
Serial Number:	85726559	EXECUTIVE CONVERSATION

**CORRESPONDENCE DATA**

Fax Number: 2025339099  
*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*  
 Phone: 202-467-8800  
 Email: jspiantanida@vorys.com  
 Correspondent Name: Vorys, Sater, Seymour and Pease LLP  
 Address Line 1: P.O. Box 2255 -- IPLAW@Vorys  
 Address Line 2: Attn: Christopher M. Ott, Esq.

CH \$190.00 3303746

Address Line 4: Columbus, OHIO 43216-2255

ATTORNEY DOCKET NUMBER:

005252-674/1707/ASSIGNMNT

NAME OF SUBMITTER:

Christopher M. Ott

Signature:

/christopher m ott/

Date:

11/11/2013

**Total Attachments: 3**

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**TRADEMARK ASSIGNMENT**

Executive Conversation, Inc., ("Assignor"), a Washington corporation, located at 1421 34<sup>th</sup> Avenue, Suite 300, Seattle, Washington 98122, and Executive Conversation, Inc. ("Assignee"), an Indiana corporation f/k/a EC Acquisition Company and the successor to Assignor's business, located at 894 Incline Way, Incline Village, NV 89451, agree as follows, effective November 8, 2013:

1. Assignor is using the trademarks listed on Schedule A (collectively, the "Marks");
2. Assignor assigns to Assignee:
  - a. The Marks and the corresponding applications and registrations listed in Schedule A, together with the goodwill of the business associated with the Marks;
  - b. All income, royalties, damages and payments, including for past or future infringements, relating to the Marks;
  - c. The right to sue for past, present and future infringements of the Marks;
  - d. The right to register and renew registrations of the Marks; and
  - e. All rights relating to the Marks that Assignor would have had if this Assignment not been made.

DATED: November 8, 2013

**EXECUTIVE CONVERSATION, INC.**, a Washington Corporation

By: Suzanne Sheppard

Print Name: Suzanne Sheppard

Title: CEO

DATED: November 8, 2013

**EXECUTIVE CONVERSATION, INC.**, an Indiana corporation and f/k/a EC Acquisition Company

By: \_\_\_\_\_

Print Name: \_\_\_\_\_

Title: \_\_\_\_\_

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  - a. The Marks and the corresponding applications and registrations listed in Schedule A, together with the goodwill of the business associated with the Marks;
  - b. All income, royalties, damages and payments, including for past or future infringements, relating to the Marks;
  - c. The right to sue for past, present and future infringements of the Marks;
  - d. The right to register and renew registrations or the Marks; and
  - e. All rights relating to the Marks that Assignor would have had if this Assignment not been made.

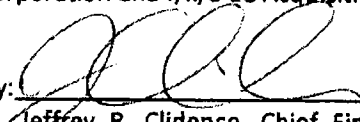
DATED: November 8, 2013

**EXECUTIVE CONVERSATION, INC., a Washington Corporation**

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

DATED: November 8, 2013

**EXECUTIVE CONVERSATION, INC., an Indiana corporation and f/k/a EC Acquisition Company**

By:   
Jeffrey R. Clidence, Chief Financial Officer,  
Treasurer, and Secretary

**SCHEDULE A**

**Assignor  
Pending and Registered Trademarks**

<b>Mark</b>	<b>Serial No.</b>	<b>Filing Date</b>	<b>Reg. No.</b>	<b>Reg. Date</b>
EXECUTIVE CONVERSATION and Design	85/726559	9/11/2012		
THE LANGUAGE OF RESULTS	78/643608	6/3/2005	3,303,746	10/2/2007
EXECUTIVE CONVERSATION and Design	78/778735	12/21/2005	3,282,590	8/21/2007
III DAY MBA	78/450215	7/13/2004	3,004,160	10/4/2005
EXECUTIVE FOCUSED SELLING	78/129334	5/16/2002	3,395,649	3/11/2008
CIA	76/409013	5/16/2002	3,024,981	12/13/2005
EXECUTIVE CONVERSATION	75/328192	7/21/1997	2,394,539	10/17/2000