

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
Crain Cabbage Wilson, PPLC		02/03/2014	Limited Liability Company: TEXAS
RECEIVING PARTY DATA			
Name:	Reed Elsevier Inc.		
Street Address:	255 Washington Street		
City:	Newton		
State/Country:	MASSACHUSETTS		
Postal Code:	02458		
Entity Type:	CORPORATION: MASSACHUSETTS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3830408	UNPRECEDENTED.	
CORRESPONDENCE DATA			
Fax Number:	3028848300		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	302 884 8309		
Email:	jacqueline.gregorski@reedelsevier.com		
Correspondent Name:	Jacqueline Gregorski		
Address Line 1:	1105 North Market Street		
Address Line 4:	Wilmington, DELAWARE 19801		
ATTORNEY DOCKET NUMBER:	ASSIGNMENT		
NAME OF SUBMITTER:	Jacqueline Gregorski		
Signature:	/Jacqueline Gregorski/		
Date:	02/26/2014		
Total Attachments: 1 source=Assignment of UNPRECEDENTED#page1.tif			

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TRADEMARK ASSIGNMENT

Crain Cabbage Wilson pllc ("Assignor") is a professional limited liability company organized under the laws of Texas, and has a business address of 1201 Elm St., Suite 4100, Dallas, Texas 75270. Assignor is the owner of the mark UNPRECEDENTED ("the Mark"), and United States Registration No. 3,830,408 for the Mark, issued August 10, 2010, as well as common law rights in the Mark for legal services.

Reed Elsevier Inc. ("Assignee") is a corporation organized under the laws of the Commonwealth of Massachusetts, and has a business address of 255 Washington Street, Newton, Massachusetts 02485. Reed Elsevier Inc. is desirous of acquiring the Mark and all rights, title and interest owned in the Mark by Assignor, including the associated goodwill.

Now, therefore, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in the United States in and to the Mark, together with the goodwill of the business symbolized by such Mark, and Registration No. 3,830,408 for the Mark, along with the right to recover and have damages and profits for past and current infringements, if any, from and after the effective date of this Assignment.

IN WITNESS WHEREOF, the undersigned, on behalf of Assignor, has caused this document to be executed as of this 3rd day of Feb., 2014.

Crain Cabbage Wilson pllc

By: Brenda T. Cabbage
Name: Brenda T. Cabbage
Title: Shareholder

State of Texas)
County of Dallas)

On this 3rd day of February 2014, before me personally appeared Brenda T. Cabbage, to me known, who being by me duly sworn and deposed did say that she is authorized to execute this Assignment and that she signed this document on behalf of Crain Cabbage Wilson pllc with that authority.

(Seal)

Nancy M. Ward
Notary Public

Subscribed and sworn to before me this 3rd day of February, 2014.

Notary Public
My commission expires:



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