900281363 02/26/2014

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 Cubbage 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

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US

Mail.

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

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TRADEMARK
REEL: 005224 FRAME: 0905

TRADEMARK ASSIGNMENT

Crain Cubbage 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 day of _______, 2014.

Crain Cubbage Wilson pllc

Title: Shareholder

State of Texas County of Dallas

On this 3rd day of kbrvary 2014, before me personally appeared Brenda T. Cubbage, 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 Cubbage Wilson pllc with that authority.

(Seal)

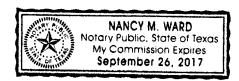
Notary Public

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

Notary Public

My commission expires:

RECORDED: 02/26/2014



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TRADEMARK REEL: 005224 FRAME: 0906