

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM329681

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Graham Holdings Company		01/21/2015	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Kaplan, Inc.		
Street Address:	395 Hudson Street		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10014		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	4145046	STUDENTADVISOR	
Registration Number:	3474183	STUDENTADVISOR	
CORRESPONDENCE DATA			
Fax Number:	2124255288		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	212.425.7200		
Email:	tmdocketny@kenyon.com		
Correspondent Name:	James E. Rosini, Esq,		
Address Line 1:	Kenyon & Kenyon LLP		
Address Line 2:	One Broadway		
Address Line 4:	New York, NEW YORK 10004		
ATTORNEY DOCKET NUMBER:	16258/KHEG352, 353		
NAME OF SUBMITTER:	James E. Rosini, Esq.		
SIGNATURE:	/JER/		
DATE SIGNED:	01/22/2015		
Total Attachments: 2			
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OP \$65.00 4145046

TRADEMARK ASSIGNMENT

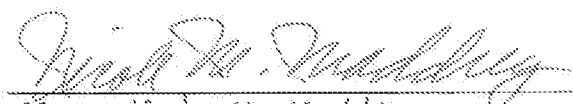
WHEREAS, Graham Holdings Company, a corporation organized under the laws of Delaware, (hereinafter "Assignor"), is the owner of all right, title and interest in and to the U.S. trademark registrations listed on Schedule A (the "Trademarks"); and

WHEREAS, Kaplan, Inc., a corporation organized under the laws of the state of Delaware (hereinafter "Assignee"), having an address at 395 Hudson Street, New York, NY 10014, wishes to acquire from Assignor all of Assignor's rights in and to such Trademarks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor assigns to Assignee all of Assignor's rights, title and interest in and to the Trademarks, together with the goodwill of the business appurtenant to and symbolized by the Trademarks, and including, without limitation, all common law and foreign rights, if any, in and to the Trademarks, and the right to sue and recover for, and the right to profits or damages due or accrued arising out of or in connection with, any and all past, recent or future infringements or dilution of or damage or injury to the Trademarks, to be held and enjoyed by Assignee, its successors and assigns, to the same extent that such would have been held and enjoyed by Assignor had such assignment not been made.

GRAHAM HOLDINGS COMPANY

Date: 1/21/15


Name: Nicole M. Maddrey
Title : Assistant Secretary

SCHEDULE A

MARK	CLASS	REG. NO.
STUDENT ADVISOR	35	4145046
STUDENTADVISOR	35	3474183