

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	SECURITY INTEREST

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Nebraska Book Company, Inc.		08/05/2011	CORPORATION: KANSAS

RECEIVING PARTY DATA

Name:	JPMorgan Chase Bank, N.A.
Street Address:	1111 Fannin Street
Internal Address:	10th Floor
City:	Houston
State/Country:	TEXAS
Postal Code:	77002
Entity Type:	National Banking Association: UNITED STATES

PROPERTY NUMBERS Total: 27

Property Type	Number	Word Mark
Registration Number:	3346005	JUMPBOOKS
Registration Number:	3349098	VALIDIS
Registration Number:	3373501	RIPPLE
Registration Number:	3328622	CAMPUS AUTHENTIC
Registration Number:	3484123	COLLEGE STORE DESIGN
Registration Number:	3671529	FOUNDERS
Registration Number:	3484126	WINPRISM
Registration Number:	3484122	NBC TEXTBOOKS
Registration Number:	3670280	COLLEGE DINING DESIGN
Registration Number:	3640881	CAMPUS AUTHENTIC
Registration Number:	2759396	GIVE US A CLICK
Registration Number:	2923017	TRADITIONS
Registration Number:	1312759	NBC

CH \$690.00 3346005

Registration Number:	2530469	NBC GRAPHICS COLLEGIATE WEAR "NO BETTER CHOICE"
Registration Number:	2480012	CONNECT2ONE
Registration Number:	2568157	NBCPRISM
Registration Number:	2633247	GOT USED
Registration Number:	2817707	WEBPRISM
Registration Number:	2867029	CAMPUSHUB
Registration Number:	3669119	CAMPUSHUB
Registration Number:	3739013	CAMPUSHUB
Registration Number:	3685557	ULOAD
Registration Number:	3967523	COLLEGE CONVENIENCE STORE DESIGN
Registration Number:	3933020	MOBILE BUYBACK UNIT
Registration Number:	3933019	MOBILE BUYBACK
Registration Number:	3968022	NEEBO
Serial Number:	85290374	NEEBO

CORRESPONDENCE DATA

Fax Number: (312)862-2200
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
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Email: patrick.lau@kirkland.com
Correspondent Name: Kirkland & Ellis LLP
Address Line 1: 300 North LaSalle
Address Line 2: c/o Patrick Lau, Legal Assistant
Address Line 4: Chicago, ILLINOIS 60654

ATTORNEY DOCKET NUMBER:	12149-1 PL
NAME OF SUBMITTER:	Patrick Lau
Signature:	/pl/
Date:	08/12/2011

Total Attachments: 6
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GRANT OF
SECURITY INTEREST IN TRADEMARK RIGHTS

THIS GRANT OF SECURITY INTEREST IN TRADEMARK RIGHTS ("Agreement"), dated as of August 5, 2011 is made by Nebraska Book Company, Inc., a Kansas corporation, with an address of 4700 South 19th Street, Lincoln, Nebraska, 68501 (the "Grantor"), in favor of JPMorgan Chase Bank, N.A., a national banking association, with an address of 1111 Fannin Street, 10th Floor, Houston, TX 77002, as collateral agent and administrative agent (in such capacity, the "Administrative Agent") for the banks and other financial institutions (the "Lenders") from time to time parties to the Secured Superpriority Debtor-in-Possession Credit Agreement, dated as of June 30, 2011 (as further amended, supplemented or otherwise modified from time to time, the "Credit Agreement"), among NBC Holdings Corp. as a debtor and debtor-in-possession in a case pending under Chapter 11 of the Bankruptcy Code ("SuperHoldings"), NBC Acquisition Corp. as a debtor and debtor-in-possession in a case pending under Chapter 11 of the Bankruptcy Code ("Holdings"), Nebraska Book Company, Inc. as a debtor and debtor-in-possession in a case pending under Chapter 11 of the Bankruptcy Code ("Borrower"), the Lenders, the Administrative Agent, the other agents party thereto and the other Secured Parties (as defined in the Guarantee and Collateral Agreement, as hereinafter defined).

W I T N E S S E T H:

WHEREAS, on June 30, 2011, the Borrower and each Grantor filed voluntary petitions with the Bankruptcy Court initiating the Cases and have continued in the possession of their assets and in the management of their business pursuant to the Bankruptcy Code Section 1107 and 1108;

WHEREAS, pursuant to the Credit Agreement, the Lenders have severally agreed to make extensions of credit to the Borrower upon the terms and subject to the conditions set forth therein;

WHEREAS, in connection with the Credit Agreement, the Borrower, SuperHoldings, Holdings and each other signatory party thereto have executed and delivered a Guarantee and Collateral Agreement, dated as of June 30, 2011 (as further amended, supplemented or otherwise modified from time to time, the "Guarantee and Collateral Agreement"), in favor of the Administrative Agent for the ratable benefit of the Secured Parties;

WHEREAS, pursuant to the Guarantee and Collateral Agreement, the Grantor has pledged and granted to the Administrative Agent for the ratable benefit of the Secured Parties, a continuing security interest in all Intellectual Property, including the Trademarks, except for Intent to Use Applications, solely to the extent that, and during the period which, granting a lien in such Intent to Use Application prior to such filing would adversely affect the enforceability or validity of such Intent to Use Application; and

WHEREAS, the Grantor has duly authorized the execution, delivery and performance of the Guarantee and Collateral Agreement and this Agreement;

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, and in order to induce the Lenders to make extensions of credit to the Borrower pursuant to the Credit Agreement, the Grantor agrees, for the benefit of the Administrative Agent and the Secured Parties, as follows:

SECTION 1. Definitions. Unless otherwise defined herein or the context otherwise requires, terms used in this Agreement, including its preamble and recitals, have the meanings provided or provided by reference in the Guarantee and Collateral Agreement.

SECTION 2. Grant of Security Interest. The Grantor hereby assigns and transfers to the Administrative Agent, and hereby grants to the Administrative Agent, for the ratable benefit of the Secured Parties, a continuing security interest in the Trademarks, except Intent to Use Applications, now owned or at any time hereafter acquired by the Grantor or in which the Grantor now has or at any time in the future may acquire any right, title or interest (including, without limitation, those items listed on Schedule A hereto), as collateral security for the prompt and complete payment and performance when due (whether at the stated maturity, by acceleration or otherwise) of such Grantor's Obligations.


SECTION 3. Purpose. This Agreement has been executed and delivered by the Grantor for the purpose of recording the grant of security interest herein with the United States Patent and Trademark Office. The security interest granted hereby has been granted to the Administrative Agent for the ratable benefit of the Secured Parties in connection with the Guarantee and Collateral Agreement and is expressly subject to the terms and conditions thereof. The Guarantee and Collateral Agreement (and all rights and remedies of the Administrative Agent and the Lenders thereunder) shall remain in full force and effect in accordance with its terms.

SECTION 4. Acknowledgment. Grantor does hereby further acknowledge and affirm that the rights and remedies of the Administrative Agent and the Lenders with respect to the security interest in the Trademarks granted hereby are more fully set forth in the Credit Agreement and the Guarantee and Collateral Agreement, the terms and provisions of which (including the remedies provided for therein) are incorporated by reference herein as if fully set forth herein. In the event of any conflict between the terms of this Agreement and the terms of the Guarantee and Collateral Agreement, the terms of the Guarantee and Collateral Agreement shall govern.

SECTION 5. Counterparts. This Agreement may be executed in counterparts, each of which will be deemed an original, but all of which together constitute one and the same original.

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be duly executed and delivered by their respective officers thereunto duly authorized as of the day and year first above written.

NEBRASKA BOOK COMPANY, INC.

By: 
Name: Alan G. Siemek
Title: Treasurer

JPMORGAN CHASE BANK, N.A.,
as Administrative Agent

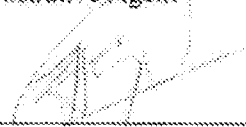
By: _____
Name:
Title:

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be duly executed and delivered by their respective officers thereunto duly authorized as of the day and year first above written.

NEBRASKA BOOK COMPANY, INC.

By: _____
Name:
Title:

JPMORGAN CHASE BANK, N.A.,
as Administrative Agent

By:  _____
Name: *NETOR BARR KAPLAN*
Title: *Executive Director*

SCHEDULE A

U.S. Trademark Applications and Registrations

<u>Trademark</u>	<u>Registration/Serial Number</u>
JUMPBOOKS	3,346,005
VALIDIS	3,349,098
RIPPLE	3,373,501
CAMPUS AUTHENTIC	3,328,622
COLLEGE STORE DESIGN and Design	3,484,123
FOUNDERS	3,671,529
WINPRISM	3,484,126
NBC TEXTBOOKS	3,484,122
COLLEGE DINING DESIGN and Design	3,670,280
CAMPUS AUTHENTIC	3,640, 881
GIVE US A CLICK AND DESIGN	2,759,396
TRADITIONS AND DESIGN	2,923,017
NBC AND DESIGN	1,312,759
NBC GRAPHICS COLLEGIATE WEAR "NO BETTER CHOICE" AND DESIGN	2,530,469
CONNECT2ONE	2,480,012
NBCPRISM	2,568,157
GOT USED	2,633,247
WEBPRISM	2,817,707
CAMPUSHUB	2,867,029

<u>Trademark</u>	<u>Registration/Serial Number</u>
CAMPUSHUB	3,669,119
CAMPUSHUB	3,739,013
ULOAD	3,685,557
COLLEGE CONVENIENCE STORE DESIGN	3,967,523
MOBILE BUYBACK UNIT	3,933,020
MOBILE BUYBACK	3,933,019
NEEBO	3,968,022
NEEBO DESIGN	85/290374