

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT										
NATURE OF CONVEYANCE:	Corrective Assignment to correct the Assignee previously recorded on Reel 005072 Frame 0392. Assignor(s) hereby confirms the Assignee should be The Corporate Executive Board Company.										
CONVEYING PARTY DATA											
<table border="1"> <thead> <tr> <th>Name</th> <th>Formerly</th> <th>Execution Date</th> <th>Entity Type</th> </tr> </thead> <tbody> <tr> <td>Mike BLAKE</td> <td></td> <td>07/31/2013</td> <td>INDIVIDUAL: UNITED STATES</td> </tr> </tbody> </table>				Name	Formerly	Execution Date	Entity Type	Mike BLAKE		07/31/2013	INDIVIDUAL: UNITED STATES
Name	Formerly	Execution Date	Entity Type								
Mike BLAKE		07/31/2013	INDIVIDUAL: UNITED STATES								
RECEIVING PARTY DATA											
Name:	The Corporate Executive Board Company										
Street Address:	1919 North Lyn St.										
City:	Arlington										
State/Country:	VIRGINIA										
Postal Code:	22209										
Entity Type:	CORPORATION: DELAWARE										
PROPERTY NUMBERS Total: 1											
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> <th>Word Mark</th> </tr> </thead> <tbody> <tr> <td>Registration Number:</td> <td>4178263</td> <td>CHALLENGE SELLING</td> </tr> </tbody> </table>				Property Type	Number	Word Mark	Registration Number:	4178263	CHALLENGE SELLING		
Property Type	Number	Word Mark									
Registration Number:	4178263	CHALLENGE SELLING									
CORRESPONDENCE DATA											
Fax Number:	6123329081										
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>											
Phone:	612.332.5300										
Email:	cmanthie@merchantgould.com										
Correspondent Name:	Dana P. Jozefczyk										
Address Line 1:	P.O. Box 2910										
Address Line 2:	Merchant & Gould P.C.										
Address Line 4:	MINNEAPOLIS, MINNESOTA 55402-0910										
ATTORNEY DOCKET NUMBER:	17038.13US01										
NAME OF SUBMITTER:	Dana P. Jozefczyk										

Signature:	/Dana P. Jozefczyk/
Date:	08/01/2013
Total Attachments: 3 source=Recordation#page1.tif source=Cover Sheet#page1.tif source=Corrected Assignment#page1.tif	

TRADEMARK ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Mike BLAKE		07/15/2013	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Corporate Executive Board		
Street Address:	1919 North Lynn St.		
City:	Arlington		
State/Country:	VIRGINIA		
Postal Code:	22209		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4178263	CHALLENGE SELLING	
CORRESPONDENCE DATA			
Fax Number:	6123329081		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	612.332.5300		
Email:	cmanthie@merchantgould.com		
Correspondent Name:	Dana P. Jozefczyk		
Address Line 1:	P.O. Box 2910		
Address Line 2:	Merchant & Gould P.C.		
Address Line 4:	MINNEAPOLIS, MINNESOTA 55402-0903		
ATTORNEY DOCKET NUMBER:	17038.0013US01		
NAME OF SUBMITTER:	Dana P. Jozefczyk		
Signature:	/Dana P. Jozefczyk/		
Date:	07/17/2013		
Total Attachments: 1 source=Signed Assignment#page1.tif			

OP \$40.00 4178263

SCHEDULE A

TRADEMARK ASSIGNMENT

This Assignment, effective as of the date set forth below, is made by and between Mike Blake, an individual, with an address of PO Box 550, Grand Saline Texas, 75140-0550 ("Assignor"), and The Corporate Executive Board Company, a Delaware corporation with an address at 1919 North Lynn St, Arlington, Virginia 22209 ("Assignee").

WHEREAS, Assignor owns U.S. Trademark Registration No. 4,178,263 for the mark CHALLENGE SELLING for "Consulting in sales techniques and sales programmes; Consulting in the field of sales methods, sales management, and sales improvement; Information about sales methods" in Class 35 (the "Mark").

WHEREAS Assignor also owns the domain name of www.challenge selling.com (the "Domain Name").

WHEREAS, Assignee is desirous of acquiring all of Assignor's right, title and interest in the Mark and the Domain Name.

NOW, THEREFORE, for good and valuable consideration of \$15,000, the receipt of which is hereby acknowledged, Assignor does hereby assign and transfer to Assignee all right, title and interest in and to the Mark, the Domain Name, and all common law rights in the Mark and the Domain Name, together with the goodwill of the business symbolized by the Mark, and its right to sue for past infringement of the Mark and to recover any and all damages and awards for such infringement.

IN WITNESS WHEREOF, Assignor has caused its duly authorized representative to execute this Assignment.

MIKE BLAKE

By: Mike Blake

Name: Mike Blake

Title: Founder/Owner

Date: 7/31/2013