

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Trafford Holdings Ltd.		04/02/2009	CORPORATION: BRITISH COLUMBIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Trafford Publishing, Inc.		
<b>Street Address:</b>	1663 Liberty Drive		
<b>Internal Address:</b>	Suite 200		
<b>City:</b>	Bloomington		
<b>State/Country:</b>	INDIANA		
<b>Postal Code:</b>	47403		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3439012	TRAFFORD PUBLISHING	
<b>Registration Number:</b>	3439011	TRAFFORD	
<b>Registration Number:</b>	3328826	YOUR BOOK, YOUR WAY	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(317)684-5173		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	(317) 684-5000		
<b>Email:</b>	trademark@boselaw.com		
<b>Correspondent Name:</b>	Jennifer L. Day		
<b>Address Line 1:</b>	111 Monument Circle		
<b>Address Line 2:</b>	Suite 2700		
<b>Address Line 4:</b>	Indianapolis, INDIANA 46204		
<b>ATTORNEY DOCKET NUMBER:</b>	16849-0044		

OP \$90.00 3439012

NAME OF SUBMITTER:	Jennifer L. Day
Signature:	/Jennifer L. Day/
Date:	04/16/2009
Total Attachments: 2 source=Trafford Trademark Assignment#page1.tif source=Trafford Trademark Assignment#page2.tif	

**SCHEDULE 5(L)**

**TRADE-MARK ASSIGNMENT**

This Trade-mark Assignment Agreement (the "Agreement") is made on 2 April, 2009 (the "Effective Date") by and between TRAFFORD HOLDINGS LTD., a corporation incorporated pursuant to the laws of the Province of British Columbia with an address of 2657 Wilfert Rd. Victoria, British Columbia Canada V9B 5Z3 ("Trafford") and TRAFFORD PUBLISHING, INC., a Delaware corporation with an address of 1663 Liberty Drive, Suite 200 Bloomington, Indiana, 47403 ("Buyer")

WHEREAS, Trafford is the owner of the registered Canadian and United States trade-marks listed in the attached Schedule, (the "Marks");

WHEREAS, Buyer wishes to acquire the said Marks and all of the rights to and interests therein;

NOW THEREFORE, TO ALL CONCERNED, be it known for consideration, the adequacy and receipt of which is acknowledged, Trafford hereby makes the transfer and assignment of all rights in the Mark as follows:

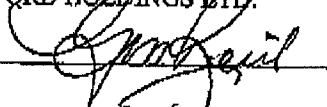
1. Trafford does sell, assign, and transfer all its right, title and interest, anywhere in the world, in and to the Marks unto Buyer and any transferable registrations or applications therefore together with the goodwill connected to the use of and symbolized by the said Marks.
2. Buyer has provided certain consideration to the Trafford, upon execution of this Trade-mark Assignment, as set out in the Asset Purchase Agreement among the parties and Author Solutions, Inc. dated effective March 31, 2009 in consideration for the Marks and rights granted herein.
3. Trafford further agrees to execute and deliver such other or further documents or instruments as may be necessary, in the judgment of Buyer's counsel, to perfect Buyer's rights in and to the said Marks.
4. The Assignment provided hereby includes any and all rights of use and recovery of all damages for infringement of the said Marks, whether such infringement occurred in the past or occurs in the future, as fully as if the Trafford had filed such action in its own name. Further, Trafford agrees to cooperate in any such actions to the extent reasonably required by Buyer to enforce the rights transferred hereunder.

IN WITNESS WHEREOF, the undersigned have executed this Trademark Assignment effective the date first above written.

Signed, Sealed And Delivered by

TRAFFORD HOLDINGS LTD.

Per:

  
PRESIDENT & CEO

) Signed, Sealed And Delivered by

) TRAFFORD PUBLISHING, INC.

) Per:

  
CFO

**INTELLECTUAL PROPERTY**  
**Registered Canadian Trade-marks**

<b>Trade-mark</b>	<b>Registration Number</b>	<b>Registration Date</b>
TRAFFORD	TMA695117	August 29, 2007
TRAFFORD PUBLISHING	TMA719500	July 25, 2008
YOUR BOOK YOUR WAY	TMA694268	August 17, 2007

**Registered United States Trade-marks**

<b>Trade-mark</b>	<b>Registration Number</b>	<b>Registration Date</b>
TRAFFORD	3,439,012	June 30, 2008
TRAFFORD PUBLISHING	3,439,011	June 30, 2008
YOUR BOOK YOUR WAY	3,328,826	November 6, 2007