

Exhibit A

Int. Cls.: 6, 14, 16, 18, 21, 25, 28, 35 and 41

Prior U.S. Cls.: 2, 3, 13, 22, 25, 28, 33, 37, 39,
41, 101 and 107

United States Patent and Trademark Office

Reg. No. 1,892,916

Registered May 9, 1995

**TRADEMARK
SERVICE MARK
PRINCIPAL REGISTER**

WHARTON

TRUSTEES OF THE UNIVERSITY OF PENNSYLVANIA, THE (PENNSYLVANIA NON-PROFIT CORPORATION)
3451 WALNUT STREET
PHILADELPHIA, PA 19104

FOR: METAL GOODS; NAMELY, KEY RINGS, IN CLASS 6 (U.S. CLS. 13 AND 25).

FIRST USE 9-0-1981; IN COMMERCE 9-0-1981.

FOR: JEWELRY; NAMELY, CHARMS, TIE TACS, CUFF LINKS AND LAPEL PINS, IN CLASS 14 (U.S. CL. 28).

FIRST USE 9-0-1983; IN COMMERCE 9-0-1983.

FOR: PAPER GOODS AND PRINTED MATTER; NAMELY, THREE-RING BINDERS, STATIONERY, AND PENS, IN CLASS 16 (U.S. CL. 37).

FIRST USE 9-0-1981; IN COMMERCE 9-0-1981.

FOR: LEATHER GOODS; NAMELY, LEATHER LUGGAGE TAGS, ATHLETIC BAGS, UMBRELLAS, AND BUSINESS CARD CASES, IN CLASS 18 (U.S. CLS. 2, 3 AND 41).

FIRST USE 10-0-1987; IN COMMERCE 10-0-1987.

FOR: HOUSEWARES AND GLASS; NAMELY, MUGS, DRINKING GLASSES, AND DECANTERS, IN CLASS 21 (U.S. CLS. 2 AND 33).

FIRST USE 9-0-1981; IN COMMERCE 9-0-1981.

FOR: CLOTHING; NAMELY, SHIRTS, SCARVES, T-SHIRTS, AND SWEATSHIRTS, IN CLASS 25 (U.S. CL. 39).

FIRST USE 10-0-1977; IN COMMERCE 10-0-1977.

FOR: STUFFED TOY BEARS AND GOLD BALLS, IN CLASS 28 (U.S. CL. 22).

FIRST USE 7-0-1989; IN COMMERCE 7-0-1989.

FOR: DEVELOPING CUSTOMIZED EXECUTIVE PROGRAMS FOR COMPANIES AND ORGANIZATIONS; AND/OR BUSINESS RESEARCH SURVEYS; AND/OR BUSINESS CONSULTATION, IN CLASS 35 (U.S. CL. 101).

FIRST USE 3-0-1953; IN COMMERCE 3-0-1953.

FOR: ARRANGING AND CONDUCTING EDUCATIONAL CONFERENCES; AND/OR EDUCATIONAL SERVICES, NAMELY PROVIDING COURSES OF INSTRUCTION AND DEGREE PROGRAMS AT THE UNDERGRADUATE AND GRADUATE LEVEL; AND/OR EDUCATIONAL SERVICES, NAMELY CONDUCTING SEMINARS IN THE FIELD OF EXECUTIVE EDUCATION AND DISTRIBUTION OF COURSE MATERIALS IN CONNECTION THEREWITH, IN CLASS 41 (U.S. CL. 107).

FIRST USE 0-0-1881; IN COMMERCE 0-0-1881.

SEC. 2(F).

SER. NO. 74-270,943, FILED 3-30-1992.

PATRICIA HORRALL, EXAMINING ATTORNEY

Int. Cls.: 6, 14, 16, 18, 21, 25, 28, 35 and 41

Prior U.S. Cls.: 2, 3, 13, 22, 23, 25, 28, 33, 37,
38, 39, 41, 50, 101 and 107

United States Patent and Trademark Office

Corrected

Reg. No. 1,892,916

Registered May 9, 1995

OG Date May 28, 1996

**TRADEMARK
SERVICE MARK
PRINCIPAL REGISTER**

WHARTON

TRUSTEES OF THE UNIVERSITY OF
PENNSYLVANIA, THE (PENNSYLVANIA
NON-PROFIT CORPORATION),
3451 WALNUT STREET
PHILADELPHIA, PA 19104

SEC. 2(F).

FOR: METAL GOODS; NAMELY, KEY
RINGS, IN CLASS 6 (U.S. CLS. 13 AND
25).

FIRST USE 9-0-1981; IN COMMERCE
9-0-1981.

FOR: JEWELRY; NAMELY, CHARMS,
TIE TACS, CUFF LINKS AND LAPEL
PINS, IN CLASS 14 (U.S. CL. 28).

FIRST USE 9-0-1983; IN COMMERCE
9-0-1983.

FOR: PAPER GOODS AND PRINTED
MATTER; NAMELY, THREE-RING
BINDERS, STATIONERY, AND PENS, IN
CLASS 16 (U.S. CL. 37).

FIRST USE 9-0-1981; IN COMMERCE
9-0-1981.

FOR: LEATHER GOODS; NAMELY,
LEATHER LUGGAGE TAGS, ATHLET-

IC BAGS, UMBRELLAS, AND BUSINESS
CARD CASES, IN CLASS 18 (U.S. CLS. 2,
3 AND 41).

FIRST USE 10-0-1987; IN COMMERCE
10-0-1987.

FOR: HOUSEWARES AND GLASS;
NAMELY, MUGS, DRINKING GLASSES,
AND DECANTERS, IN CLASS 21 (U.S.
CLS. 2 AND 33).

FIRST USE 9-0-1981; IN COMMERCE
9-0-1981.

FOR: CLOTHING; NAMELY, SHIRTS,
SCARVES, T-SHIRTS, AND SWEAT-
SHIRTS, IN CLASS 25 (U.S. CL. 39).

FIRST USE 10-0-1977; IN COMMERCE
10-0-1977.

FOR: STUFFED TOY BEARS AND
[GOLD] * GOLF * BALLS, IN CLASS 28
(U.S. CLS. 22, 23, 38 AND 50).

FIRST USE 7-0-1989; IN COMMERCE
7-0-1989.

FOR: DEVELOPING CUSTOMIZED
EXECUTIVE PROGRAMS FOR COMPA-
NIES AND ORGANIZATIONS; AND/OR

*In testimony whereof I have hereunto set my hand
and caused the seal of The Patent and Trademark
Office to be affixed on May 28, 1996.*

COMMISSIONER OF PATENTS AND TRADEMARKS

Int. Cls.: 6, 14, 16, 18, 21, 25, 28, 35 and 41

Prior U.S. Cls.: 2, 3, 13, 22, 23, 25, 28, 33, 37,
38, 39, 41, 50, 101 and 107
United States Patent and Trademark Office
Corrected

Reg. No. 1,892,916
Registered May 9, 1995
OG Date May 28, 1996

TRADEMARK
SERVICE MARK
PRINCIPAL REGISTER

WHARTON

TRUSTEES OF THE UNIVERSITY OF
PENNSYLVANIA, THE (PENNSYLVANIA
NON-PROFIT CORPORATION),
3451 WALNUT STREET
PHILADELPHIA, PA 19104

SEC. 2(F).

FOR: METAL GOODS; NAMELY, KEY
RINGS, IN CLASS 6 (U.S. CLS. 13 AND
25).

FIRST USE 9-0-1981; IN COMMERCE
9-0-1981.

FOR: JEWELRY; NAMELY, CHARMS,
TIE TACS, CUFF LINKS AND LAPEL
PINS, IN CLASS 14 (U.S. CL. 28).

FIRST USE 9-0-1983; IN COMMERCE
9-0-1983.

FOR: PAPER GOODS AND PRINTED
MATTER; NAMELY, THREE-RING
BINDERS, STATIONERY, AND PENS, IN
CLASS 16 (U.S. CL. 37).

FIRST USE 9-0-1981; IN COMMERCE
9-0-1981.

FOR: LEATHER GOODS; NAMELY,
LEATHER LUGGAGE TAGS, ATHLET-

IC BAGS, UMBRELLAS, AND BUSINESS
CARD CASES, IN CLASS 18 (U.S. CLS. 2,
3 AND 41).

FIRST USE 10-0-1987; IN COMMERCE
10-0-1987.

FOR: HOUSEWARES AND GLASS;
NAMELY, MUGS, DRINKING GLASSES,
AND DECANTERS, IN CLASS 21 (U.S.
CLS. 2 AND 33).

FIRST USE 9-0-1981; IN COMMERCE
9-0-1981.

FOR: CLOTHING; NAMELY, SHIRTS,
SCARVES, T-SHIRTS, AND SWEAT-
SHIRTS, IN CLASS 25 (U.S. CL. 39).

FIRST USE 10-0-1977; IN COMMERCE
10-0-1977.

FOR: STUFFED TOY BEARS AND
[GOLD] * GOLF * BALLS, IN CLASS 28
(U.S. CLS. 22, 23, 38 AND 50).

FIRST USE 7-0-1989; IN COMMERCE
7-0-1989.

FOR: DEVELOPING CUSTOMIZED
EXECUTIVE PROGRAMS FOR COMPANIES
AND ORGANIZATIONS; AND/OR

*In testimony whereof I have hereunto set my hand
and caused the seal of The Patent and Trademark
Office to be affixed on May 28, 1996.*

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1,892,916

BUSINESS RESEARCH SURVEYS; AND/OR BUSINESS CONSULTATION, IN CLASS 35 (U.S. CL. 101).
FIRST USE 3-0-1953; IN COMMERCE 3-0-1953.

FOR: ARRANGING AND CONDUCTING EDUCATIONAL CONFERENCES; AND/OR EDUCATIONAL SERVICES, NAMELY PROVIDING COURSES OF INSTRUCTION AND DEGREE PROGRAMS AT THE UNDERGRADUATE

AND GRADUATE LEVEL; AND/OR EDUCATIONAL SERVICES, NAMELY CONDUCTING SEMINARS IN THE FIELD OF EXECUTIVE EDUCATION AND DISTRIBUTION OF COURSE MATERIALS IN CONNECTION THEREWITH, IN CLASS 41 (U.S. CL. 107).

FIRST USE 0-0-1881; IN COMMERCE 0-0-1881.

SER. NO. 74-270,943, FILED 3-30-1992.

Int. Cls.: 35 and 41

Prior U.S. Cls.: 101 and 107

United States Patent and Trademark Office **Reg. No. 1,789,592**
Registered Aug. 24, 1993

**SERVICE MARK
PRINCIPAL REGISTER**

**WHARTON THE WHARTON SCHOOL OF THE UNIVERSITY OF
PENNSYLVANIA**

TRUSTEES OF THE UNIVERSITY OF PENNSYLVANIA, THE (PENNSYLVANIA NON-PROFIT CORPORATION)
3451 WALNUT STREET
PHILADELPHIA, PA 19104

FOR: DEVELOPING CUSTOMIZED EXECUTIVE PROGRAMS FOR COMPANIES AND ORGANIZATIONS, BUSINESS RESEARCH, STUDIES, AND SURVEYS, AND BUSINESS CONSULTATION, IN CLASS 35 (U.S. CL. 101).

FIRST USE 0-0-1972; IN COMMERCE 0-0-1972.

FOR: ARRANGING AND CONDUCTING EDUCATIONAL CONFERENCES AND SYMPOSIA; EDUCATIONAL SERVICES; NAMELY, PROVIDING COURSES OF INSTRUCTION AT THE UNDERGRADUATE, GRADUATE AND PROFESSIONAL LEVELS; EDUCATIONAL SERVICES; NAMELY, CONDUCTING SEMINARS IN THE FIELD OF EXECUTIVE EDU-

CATION AND DISTRIBUTION OF COURSE MATERIALS IN CONNECTION THEREWITH; PROVIDING EXECUTIVE EDUCATION TRAINING VIDEO TAPES; PUBLICATION OF NEWSLETTERS, MONOGRAPHS, JOURNALS AND BOOKS; PROVIDING INFORMATION ABOUT THE PUBLICATIONS OF OTHERS AND SUBSCRIBING THERETO, IN CLASS 41 (U.S. CLS. 101 AND 107).

FIRST USE 0-0-1972; IN COMMERCE 0-0-1972.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "SCHOOL OF THE UNIVERSITY OF PENNSYLVANIA", APART FROM THE MARK AS SHOWN.

SER. NO. 74-257,053, FILED 3-19-1992.

PATRICIA HERRALL, EXAMINING ATTORNEY

Int. Cl.: 41

Prior U.S. Cls.: 100, 101, and 107

Reg. No. 3,449,956

United States Patent and Trademark Office

Registered June 17, 2008

**SERVICE MARK
PRINCIPAL REGISTER**

WHARTON MARKETING METRICS

THE TRUSTEES OF THE UNIVERSITY OF
PENNSYLVANIA (PENNSYLVANIA NON-
PROFIT CORPORATION)
OFFICE OF THE GENERAL COUNSEL
133 S. 36TH STREET, SUITE 300
PHILADELPHIA, PA 19104

FOR: EDUCATIONAL SERVICES, NAMELY OF-
FERING UNDERGRADUATE AND POST GRADU-
ATE DEGREE PROGRAMS OF INSTRUCTION IN
THE FIELDS OF MARKETING AND BUSINESS;
ARRANGING AND CONDUCTING EDUCATION-
AL CONFERENCES AND SEMINARS; EDUCA-
TIONAL SERVICES, NAMELY, PROVIDING NON
DEGREE INSTRUCTIONAL PROGRAMS FOR
BUSINESS EXECUTIVES IN THE FIELDS OF MAR-
KETING AND BUSINESS; PROVIDING ONLINE
INFORMATION ON EDUCATION IN THE FIELDS
OF MARKETING AND BUSINESS, IN CLASS 41
(U.S. CLS. 100, 101 AND 107).

FIRST USE 4-3-2008; IN COMMERCE 4-3-2008.

THE MARK CONSISTS OF STANDARD CHAR-
ACTERS WITHOUT CLAIM TO ANY PARTICULAR
FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 1,789,592, 2,845,089,
AND OTHERS.

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "MARKETING METRICS", APART
FROM THE MARK AS SHOWN.

SEC. 2(F) AS TO "WHARTON".

SN 76-648,693, FILED 10-17-2005.

KATHERINE E. HALMEN, EXAMINING ATTOR-
NEY

Int. Cls.: 9 and 16

Prior U.S. Cls.: 2, 5, 21, 22, 23, 26, 29, 36, 37, 38, and 50

Reg. No. 3,165,806

United States Patent and Trademark Office

Registered Oct. 31, 2006

**TRADEMARK
PRINCIPAL REGISTER**

WHARTON SCHOOL PUBLISHING

TRUSTEES OF THE UNIVERSITY OF PENNSYLVANIA (PENNSYLVANIA CORPORATION)
THE WHARTON SCHOOL, UNIV. OF PENN.
3620 LOCUST WALK, SUITE 1000
PHILADELPHIA, PA 191046364

FOR: BOOKS AND ARTICLES RECORDED ON COMPUTER MEDIA IN THE FIELDS OF BUSINESS, MANAGEMENT, LEADERSHIP, PERSONAL FINANCE, SMALL BUSINESS, SALES AND MARKETING, ECONOMICS, ACCOUNTING, FINANCE, GEOPOLITICS, REAL ESTATE FINANCE, AND PENSIONS AND RETIREMENT PLANNING; AND PRERECORDED CD-ROMS ON A VARIETY OF TOPICS, NAMELY, BUSINESS, MANAGEMENT, LEADERSHIP, PERSONAL FINANCE, SMALL BUSINESS, SALES AND MARKETING, ECONOMICS, ACCOUNTING, FINANCE, GEOPOLITICS, REAL ESTATE FINANCE, AND PENSIONS AND RETIREMENT PLANNING, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 7-26-2004; IN COMMERCE 7-26-2004.

FOR: BOOKS IN THE FIELD OF BUSINESS, MANAGEMENT, LEADERSHIP, PERSONAL FINANCE, SMALL BUSINESS, SALES AND MARKETING, ECONOMICS, ACCOUNTING, FINANCE, GEOPOLITICS, REAL ESTATE FINANCE, AND PENSIONS AND RETIREMENT PLANNING, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 7-19-2004; IN COMMERCE 7-19-2004.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE SCHOOL PUBLISHING, APART FROM THE MARK AS SHOWN.

SN 76-978,073, FILED 2-13-2004.

KEVON CHISOLM, EXAMINING ATTORNEY

Int. Cl.: 41

Prior U.S. Cls.: 100, 101, and 107

Reg. No. 3,091,404

United States Patent and Trademark Office

Registered May 9, 2006

**SERVICE MARK
PRINCIPAL REGISTER**

KNOWLEDGE@WHARTON

TRUSTEES OF THE UNIVERSITY OF PENNSYLVANIA (PENNSYLVANIA CORPORATION)
THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA, 3620 LOCUST WALK, STE 1000
PHILADELPHIA, PA 191046364

FOR: BOOK PUBLISHING, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 10-18-2002; IN COMMERCE 10-12-2004.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 1,789,592, 2,845,089, AND OTHERS.

SN 78-485,243, FILED 9-17-2004.

ALEX KEAM, EXAMINING ATTORNEY

Int. Cl.: 41

Prior U.S. Cls.: 100, 101 and 107

Reg. No. 3,081,856

United States Patent and Trademark Office

Registered Apr. 18, 2006

**SERVICE MARK
PRINCIPAL REGISTER**

KNOWLEDGE@WHARTON

TRUSTEES OF THE UNIVERSITY OF PENNSYLVANIA (PENNSYLVANIA CORPORATION)
UNIVERSITY OF PENNSYLVANIA CENTER FOR
TECHNOLOGY TRANSFER, 3160 CHESTNUT
STREET
PHILADELPHIA, PA 19104

FIRST USE 5-26-1999; IN COMMERCE 5-26-1999.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

FOR: PROVIDING ONLINE, NON-DOWNLOADABLE PUBLICATIONS, NAMELY, NEWSLETTERS FEATURING BUSINESS INSIGHTS, INFORMATION AND RESEARCH; PROVIDING PUBLICATIONS, NAMELY, NEWSLETTERS FEATURING BUSINESS INSIGHTS, INFORMATION AND RESEARCH VIA E-MAIL, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

OWNER OF U.S. REG. NOS. 1,789,592, 2,845,089 AND OTHERS.

SER. NO. 78-485,217, FILED 9-17-2004.

RON FAIRBANKS, EXAMINING ATTORNEY

Int. Cls.: 9, 16, 35, and 41

**Prior U.S. Cls.: 2, 5, 21, 22, 23, 26, 29, 36, 37, 38, 50,
100, 101, 102, and 107**

Reg. No. 2,845,089

United States Patent and Trademark Office

Registered May 25, 2004

**TRADEMARK
SERVICE MARK
PRINCIPAL REGISTER**

WHARTON DIRECT

TRUSTEES OF THE UNIVERSITY OF PENNSYLVANIA, THE (PENNSYLVANIA CORPORATION)

UNIVERSITY OF PENNSYLVANIA
CENTER FOR TECHNOLOGY TRANSFER 3700
MARKET STREET, SUITE 300ET STREET, SUITE
300
PHILADELPHIA, PA 19104

FOR: PRERECORDED VIDEOTAPES, DISKETTES AND CD-ROMS IN THE FIELD OF BUSINESS MANAGEMENT EDUCATION, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 0-0-1998; IN COMMERCE 0-0-1998.

FOR: PRINTED MATTER, NAMELY, PRINTED INSTRUCTIONAL MATERIALS AND NEWSLETTERS ON THE TOPIC OF BUSINESS MANAGEMENT EDUCATION AND EXECUTIVE EDUCATION; THREE-RING BINDERS; WRITING TABLETS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 0-0-1998; IN COMMERCE 0-0-1998.

FOR: PROVIDING INFORMATION ON THE TOPIC OF BUSINESS MANAGEMENT, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 0-0-1998; IN COMMERCE 0-0-1998.

FOR: EDUCATION SERVICES, NAMELY, ARRANGING AND CONDUCTING EDUCATIONAL CONFERENCES AND SYMPOSIA AND SEMINARS AND PROVIDING COURSES OF INSTRUCTION AT THE GRADUATE AND PROFESSIONAL LEVEL, ALL IN THE FIELD OF BUSINESS MANAGEMENT EDUCATION AND EXECUTIVE EDUCATION, AND DISTRIBUTING COURSE MATERIALS IN CONNECTION THEREWITH, AND PROVIDING INFORMATION IN THE FIELD OF EDUCATION VIA A GLOBAL COMPUTER NETWORK, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 0-0-1998; IN COMMERCE 0-0-1998.

OWNER OF U.S. REG. NOS. 1,789,592, 1,824,354, AND 1,892,916.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "DIRECT", APART FROM THE MARK AS SHOWN.

SN 75-553,464, FILED 9-15-1998.

MICHAEL KAZAZIAN, EXAMINING ATTORNEY

United States of America

United States Patent and Trademark Office

WHARTON DIGITAL PRESS

Reg. No. 4,064,558

Registered Nov. 29, 2011

Int. Cls.: 9 and 16

TRADEMARK

PRINCIPAL REGISTER

TRUSTEES OF THE UNIVERSITY OF PENNSYLVANIA, THE (PENNSYLVANIA
NON-PROFIT CORPORATION)
133 S. 36TH STREET, SUITE 300
OFFICE OF THE GENERAL COUNSEL
PHILADELPHIA, PA 19104

FOR: DOWNLOADABLE ELECTRONIC PUBLICATIONS IN THE NATURE OF BOOKS,
ARTICLES, MONOGRAPHS, PUBLICATION PAPERS, NEWSLETTERS AND PAMPHLETS
IN THE FIELDS OF BUSINESS AND FINANCE, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND
38).

FIRST USE 6-21-2011; IN COMMERCE 6-21-2011.

FOR: BOOKS, ARTICLES, MONOGRAPHS, PUBLICATION PAPERS, NEWSLETTERS AND
PAMPHLETS IN THE FIELDS OF BUSINESS AND FINANCE, IN CLASS 16 (U.S. CLS. 2, 5,
22, 23, 29, 37, 38 AND 50).

FIRST USE 9-20-2011; IN COMMERCE 9-20-2011.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PAR-
TICULAR FONT, STYLE, SIZE, OR COLOR.

SEC. 2(F) AS TO "WHARTON".

OWNER OF U.S. REG. NOS. 1,892,916, 3,165,806, AND OTHERS.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "DIGITAL PRESS", APART
FROM THE MARK AS SHOWN.

SN 85-155,129, FILED 10-18-2010.

IRA J. GOODSaid, EXAMINING ATTORNEY



David J. Kyfos

Director of the United States Patent and Trademark Office