

MRV 8-20-98

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08-27-1998

HEET

U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office



100809127

To the Honorable Commissioner of Patents

Attached original documents or copy thereof.

1. Name of conveying party(ies):

Reading's Fun/Books are Fun, Ltd.

- ☐ Individual(s) ☐ Association  
☐ General Partnership ☐ Limited Partnership  
☒ Corporation-State  
☐ Other \_\_\_\_\_

Additional name(s) of conveying party(ies) attached? ☐ Yes ☒ No

3. Nature of conveyance:

- ☐ Assignment ☐ Merger  
☐ Security Agreement ☒ Change of Name  
☐ Other \_\_\_\_\_

Execution Date: August 5, 1998

2. Name and address of receiving party(ies)

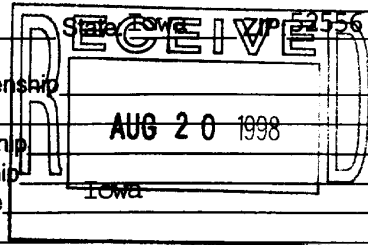
Name: Books are Fun, Ltd.

Internal Address: \_\_\_\_\_

Street Address: 123 N. Main Street

City: Fairfield

- ☐ Individual(s) citizenship  
☐ Association  
☐ General Partnership  
☐ Limited Partnership  
☒ Corporation-State  
☐ Other \_\_\_\_\_



If assignee is not domiciled in the United States, a domestic representative designation is attached: ☐ Yes ☐ No

(Designations must be a separate document from assignment)

Additional name(s) & address(es) attached? ☐ Yes ☐ No

4. Application number(s) or patent number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2,097,231

2,123,427

2,128,314

Additional numbers attached? ☐ Yes ☒ No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Gabrielle S. Roth

Internal Address: Dickstein Shapiro

Morin & Oshinsky LLP

Street Address: 2101 L Street, N.W.

City: Washington State: D.C. ZIP: 20037

6. Total number of applications and registrations involved: \_\_\_\_\_

3

7. Total fee (37 CFR 3.41).....\$ 90.00

☒ Enclosed

☐ Authorized to be charged to deposit account

8. Deposit account number: (Any deficiency)

04-1073

(Attach duplicate copy of this page if paying by deposit account)

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05 FC:482

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30.00 OP

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Gabrielle S. Roth

Name of Person Signing

Gabrielle S. Roth

Signature

8/20/98

Date

Total number of pages including cover sheet, attachments, and document: 5

Mail documents to be recorded with required cover sheet information to:

Commissioner of Patents & Trademarks, Box Assignments  
Washington D.C. 20231

TRADEMARK  
REEL: 1774 FRAME: 0193

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SECRETARY OF STATE

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ARTICLES OF AMENDMENT  
OF  
RESTATED ARTICLES OF INCORPORATION  
OF  
READING'S FUN/BOOKS ARE FUN, LTD.  
(Changing its name hereby to  
Books Are Fun, Ltd.)

TO THE SECRETARY OF STATE OF THE STATE OF IOWA:

Pursuant to Section 490.1006 of the Iowa Business Corporation Act (the "Act"), Reading's Fun/Books Are Fun, Ltd., a corporation formed under the Act on November 19, 1990 (the "Corporation"), hereby adopts the following amendment to the Corporation's Restated Articles of Incorporation:

1. The name of the Corporation is Reading's Fun/Books Are Fun, Ltd.
2. The Restated Articles of Incorporation of the Corporation are amended by deleting ARTICLE 1 thereto in its entirety and inserting in lieu thereof the following:

ARTICLE 1

The name of the Corporation is Books Are Fun, Ltd.

3. These Articles of Amendment were approved by holders of not less than ninety percent (90%) of the Common Shares, the only shares entitled to vote with respect to the matter, acting by written consent without a meeting or vote pursuant to Section 490.704 of the Act, on July 26, 1998. The shareholders taking such action were the holders of 904,091 of the 906,740 issued and outstanding shares of the Corporation's Common Stock and all 154,444 of the issued and outstanding shares of the Corporation's Non-Voting Common Stock, acting as a single class.

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4. The effective date and time of this document shall be the date of filing.

Reading's Fun/Books Are Fun, Ltd.

By: Earl Kaplan  
Earl P. Kaplan, President

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STATE OF IOWA  
SECRETARY OF STATE

STATE OF IOWA  
Secretary of State Office  
# 07589

I hereby certify that this is a true and complete document(s) to which the seal is affixed as filed in this office beginning 5th day of August 19 98 to and including the date below.

DATED August 11 1998  
Ray D. Tate  
Secretary of State

BY: J. Russell  
2 pg