

10-16-1998

U.S. Department of Commerce
Patent and Trademark Office

MRD

10-8-98

100851218

SHEET

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Pleasant Company

☐ Individual(s) ☐ Association
☐ General Partnership ☐ Limited Partnership
☒ Corporation-State - Wisconsin
☐ Other _____
 Additional name(s) of conveying party(ies) attached? ☐ Yes ☒ No

2. Name and Address of receiving party(ies)

Name: PLEASANT ROWLAND EDUCATIONAL PROGRAMS, INC.

Address: 8400 Fairway Place
Middleton, Wisconsin 53562-0998

3. Nature of conveyance:

☒ X Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☐ Other _____

Execution Date: October 2, 1998

Individual(s) citizenship _____

Association _____

General Partnership _____

Limited Partnership _____

Corporation- Wisconsin

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 registration number(s):

A. Trademark Application No.(s)

Serial No. 74/558,609

B. Trademark Registration No.(s)

Additional numbers attached? ☐ Yes ☒ No

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

Jeffrey H. Epstein, Esq.
 Cowan, Liebowitz & Latman, P.C.
 1133 Avenue of the Americas
 New York, NY 10036-6799

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41)..... \$ 40.00

☒ X Enclosed
☒ X Any deficiency is authorized to be charged to
 Deposit Account No. 03-3415.
 8. Deposit Account No. 03-3415

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

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.

Jeffrey H. Epstein
 Name of Person Signing

Signature

10/7/98
 Date

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

Mail to: U.S. Patent & Trademark Office, Office of Public Records, Crystal Gateway 4, Rm.335, Washington, D.C. 20231

SCHEDULE

<u>Mark</u>	<u>Application No.</u>	<u>Class</u>
PREP	74/558,609	9

TRADEMARK ASSIGNMENT

This ASSIGNMENT is made as of 2nd day of October, 1998 between PLEASANT COMPANY, a Wisconsin corporation of 8400 Fairway Place, Middleton, Wisconsin 53562-0998 ("Assignor") and PLEASANT ROWLAND EDUCATIONAL PROGRAMS, INC., a Wisconsin corporation, of 8400 Fairway Place, Middleton, Wisconsin 53562-0998 ("Assignee").

WHEREAS Assignor has adopted and used the trademark, and is the owner of the application thereof, set forth in the Schedule hereto ("The Trademark"); and

WHEREAS, Assignee is desirous of acquiring all of Assignor's common law and statutory right, title, and interest in and to the Trademark, including the application thereof and any registration that may issue therefrom, in the United States of America and its territories and possessions;

NOW THEREFORE, in consideration of US \$10 and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns, and transfers to Assignee, its successors and assigns, all of Assignor's right, title and interest in and to The Trademark, including the application thereof and any registration that may issue therefrom, together with the goodwill of the business symbolized by The Trademark being assigned, in the United States, its territories and possessions, and all causes of action for any and all past infringements of the rights being assigned and the right to collect and retain the proceeds therefrom.

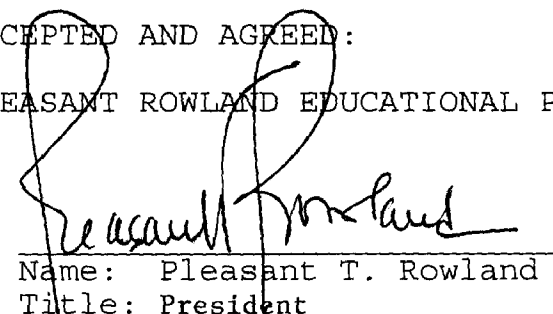
The United States Assistant Commissioner for Trademarks is hereby requested to issue in the name of Assignee the registration maturing from the pending application filed by Assignor.

PLEASANT COMPANY

By 
Name: Craig Currie
Title: Vice President of
 Manufacturing

ACCEPTED AND AGREED:

PLEASANT ROWLAND EDUCATIONAL PROGRAMS, INC.

By 
Name: Pleasant T. Rowland
Title: President

JHE/JHE/21741/02/305834.01

RECORDED: 10/08/1998

TRADEMARK
REEL: 1800 FRAME: 0184