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Docket No.:

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To the Honorable Commissioner of Patents and Trademarks

100927237

ed original documents or copy thereof.

1. Name of conveying party(ies):

James Heddon's Sons, Inc.

- Individual(s)
- General Partnership
- Corporation-State **Michigan**
- Other

- Association
- Limited Partnership

Additional names(s) of conveying party(ies) Yes No

2. Name and address of receiving party(ies):

Name: **EBSCO Industries, Inc.**

Internal Address: **Post Office Box 1943**

Street Address:

City: **Birmingham,** State: **AL** ZIP: **35201**

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State **Delaware**
- Other

If assignee is not domiciled in the United States, a domestic designation is Yes N
(Designations must be a separate document from Additional name(s) & address(es) Yes N

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: **November 17, 1998**

4. Application number(s) or registration numbers(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

508,247

Additional numbers Yes No

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

Name: **Robert J. Veal, Registration No. 30,895**

Internal Address: **VEAL & ASSOCIATES**

Street Address: **200 Cahaba Park Circle**

Suite 125

City: **Birmingham** State: **AL** ZIP: **35242**

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

1

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

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

P/21/1998 SBJRNS 00000005 508247

DO NOT USE THIS SPACE

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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.

Robert J. Veal

Name of Person Signing

Signature

November 24, 1998

Date

Total number of pages including cover sheet, attachments, and

TRADEMARK

REEL: 1828 FRAME: 0805

ASSIGNMENT OF TRADEMARKS

WHEREAS, James Heddon's Sons, Inc., a Michigan corporation (hereinafter assignor) a subsidiary of EBSCO Industries, Inc., having a place of business at 3601 Jenny Lind, Fort Smith, Arkansas, is the owner of the trademarks listed below:

WHEREAS, EBSCO Industries, Inc., a Delaware corporation (assignor), of Post Office Box 1943, Birmingham, Alabama 35201, is desirous of acquiring the entire interest of assignor in and to the following trademarks; and the good will of the business assets herewith.

PICTURE OF LEAPING BASS, Trademark, U.S. Registration No 508,247 dated, April 5, 1949;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, assignor, by these presents does sell, assign and transfer unto the said assignee all of its right, title and interest in and to the said trademark described above, together with the goodwill of the business symbolized by said trademark and registration thereof, the same to be held and enjoyed by the said assignee, for its own use and benefit and that of its successors, assigns and legal representatives, to the full end of the term for which said trademark is granted, as fully and entirely as the same would have been held had this assignment and sale not been made, together with all claims for damages by reason of past infringement of said trademark, with the right to sue for and collect the same for its own use and for the use of its successors, assigns or other legal representatives, subject to the rights of any licensees under any existing license agreements to which assignor is a party or to the obligations under which EBSCO may have succeeded or to which its right in said trademarks is subject and subject further to any obligations to said licensees which assignor may have; and said assignor does hereby covenant and agree with the said assignee to execute and deliver such other and further instruments and take such other and further actions as may be necessary or appropriate to transfer said trademark, claims for damages by reason of past infringement and right to sue and collect therefor to assignee.

IN WITNESS WHEREOF, the undersigned corporation has caused this instrument to be

executed at Fort Smith, Arkansas as of this 17th day of November, 1998.

JAMES HEDDON'S SONS, INC.
Assignor

By: [Signature]

Its: Vice President

ATTEST:

By: [Signature]
Its: ASST SECY

STATE OF ARKANSAS)
COUNTY OF Sebastian)

I, the undersigned, a Notary Public in and for said county in said state, hereby certify that William H. Wilson, whose name as Vice President of James Heddon's Sons, Inc., a corporation organized under the laws of the State of Michigan, is signed to the foregoing instrument and who is known to me, acknowledged before me on this day that, being informed of the contents of the within instrument, he, as such officer and with full authority, executed the same voluntarily on the day the same bears date.

Given under my hand and official seal this the 17th day of November, 1998.

Billie A. Howard

My commission expires 8-15-00

(NOTARIAL SEAL)