

05-10-1999

RECC



IT

Our Refs.: 45390-0009, 0010

101032637

TO: The Commissioner of Patents and Trademarks. Please record the attached original document(s) or copy(ies).

**Submission Type**

New  
 Resubmission (Non-Recordation)  
Document ID # \_\_\_\_\_  
 Correction of PTO Error  
Reel # \_\_\_\_\_ Frame # \_\_\_\_\_  
 Corrective Document  
Reel # \_\_\_\_\_ Frame # \_\_\_\_\_

5.5.99



**Conveyance Type**

Assignment  License  
 Security Agreement  Nunc Pro Tunc Assignment  
 Merger  
Change of Name 11/27/98  
Effective Date  
Month Day Year  
 Other \_\_\_\_\_

**Conveying Party**

\_\_\_\_ Mark if additional names of conveying parties attached

Name Silver Burdett Ginn Inc.

Execution Date  
Month Day Year

Formerly \_\_\_\_\_

Individual Association  General Partnership  Limited Partnership  Corporation  Other

Citizenship/State of Incorporation/Organization Delaware

**Receiving Party**

\_\_\_\_ Mark if additional names of receiving parties attached

Name Prentice-Hall, Inc.

DBA/AKA/TA \_\_\_\_\_

Composed of \_\_\_\_\_

Address (line 1) One Lake Street

Address (line 2) Upper Saddle River, NJ 07458

Address (line 3) \_\_\_\_\_

Individual Association  General Partnership  Limited Partnership  If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached  
 Corporation  Other

Citizenship/State of Incorporation/Organization Delaware

05/07/1999 JSHABAZZ 00000072 1602228

FOR OFFICE USE ONLY

01 FC:481  
02 FC:482

40.00 OP  
25.00 OP

Mail documents to be recorded with required cover sheet(s) information to:  
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 200231

**Domestic Representative Name and Address**

Enter for the first Receiving Party only.

Name \_\_\_\_\_

Address (line 1) \_\_\_\_\_

Address (line 2) \_\_\_\_\_

Address (line 3) \_\_\_\_\_

Address (line 4) \_\_\_\_\_

**Correspondent Name and Address**

Area Code and Telephone Number (212) 309-6988

Name Kerry A. Krzynowek, Esq.

Address (line 1) MORGAN, LEWIS & BOCKIUS LLP, Attn: TMSU

Address (line 2) 1800 M Street, N.W.

Address (line 3) Washington, D.C. 20036-5869

**Pages** Enter the total number of pages of the attached conveyance document including any attachments.

# 2

**Trademark Application Number(s) or Registration Number(s)**

**Trademark Application Number(s)**

**Registration Number(s)**

1,602,228  
2,209,598

**Number of Properties** Enter the total number of properties involved.

# 2

**Fee Amount** Fee Amount for Properties Listed (37 CFR 3.41):

\$ 65

Method of Payment: Enclosed

Deposit Account \_\_\_\_\_

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number: 13-4520

Authorization to charge additional fees: Yes  No \_\_\_\_\_

**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. Charges to deposit account are authorized, as indicated herein.*

Kerry A. Krzynowek  
Name of Person Signing

  
Signature

5/5/99  
Date Signed

## TRADEMARK ASSIGNMENT

This Trademark Assignment is dated as of the 27th day of November, 1998, by Silver Burdett Ginn Inc., a Delaware corporation ("Assignor"), in favor of Prentice-Hall, Inc., a Delaware corporation, having a principal business address at One Lake Street, Upper Saddle River, New Jersey 07458 ("Assignee").

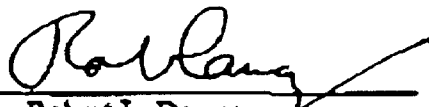
WHEREAS, Assignor owns all right, title and interest in and to the marks listed on the attached Schedule A (the "Marks"), any pending applications for federal registration or federal registrations therefor, and the goodwill of the business developed through the use of the Marks; and

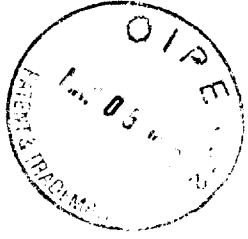
WHEREAS, Assignee desires to acquire all right, title, and interest in and to the Marks, any pending applications for federal registration or federal registrations therefor, and the goodwill developed through the use of the Marks.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, Assignor hereby assigns and transfers to Assignee as of November 27, 1998, the entire right, title, and interest in and to the Marks, any pending applications for federal registration or federal registrations therefor, and the goodwill of the business symbolized by the Marks. All rights and privileges, including the right to sue for and receive all damages from past infringements of the Marks, will be held and enjoyed by the Assignee, its successors, assigns and other legal representatives.

**SILVER BURDETT GINN INC.**

By:

  
Robert L. Dancy  
Vice President and Secretary



**SCHEDULE A**

<u>Mark</u>	<u>Reg.No.</u>
ALLYN & BACON	1,602,228
ALLYN & BACON PSYCHWORKS	2,209,598

NY03/04725 1