

07-26-1999



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RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

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

Submission Type <input checked="" type="checkbox"/> New <input type="checkbox"/> Resubmission (Non-Recordation) Document ID # <input type="text"/> <input type="checkbox"/> Correction of PTO Error Reel # <input type="text"/> Frame # <input type="text"/> <input type="checkbox"/> Corrective Document Reel # <input type="text"/> Frame # <input type="text"/>	Conveyance Type <input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Security Agreement <input type="checkbox"/> Merger <input type="checkbox"/> Change of Name <input type="checkbox"/> Other <input type="text"/> <input type="checkbox"/> License <input type="checkbox"/> Nunc Pro Tunc Assignment Effective Date Month Day Year <input type="text"/>
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Conveying Party Mark if additional names of conveying parties attached

Name Execution Date
 Month Day Year

Formerly

Individual General Partnership Limited Partnership Corporation Association

Other

Citizenship/State of Incorporation/Organization

Receiving Party Mark if additional names of conveying parties attached

Name

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)
 City State/Country Zip Code

Individual 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. (Designation must be a separate document from Assignment.)

Corporation Association

Other

Citizenship/State of Incorporation/Organization

1999 ENCLOSURE 00000303 75977301

FOR OFFICE USE ONLY

315E

481 40.00 OP
 482 375.00 OP

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Mail documents to be recorded with required cover sheet(s) information to:
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

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) 852-7250

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Pages

Enter the total number of pages of the attached conveyance document
Including any attachments.

3

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

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

Registration Number(s)

75977301

75415635

75425457

2071254

2226252

2207748

75672284

75256049

75491792

1775190

75519292

75373669

Number of Properties

Enter the total number of properties involved

12

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

\$ 315.00

Method of Payment

Enclosed

Deposit Account

Deposit Account

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

Deposit Account Number

140789

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.

CATHY E. SHORE-SIROTIN

Name of Person Signing



Signature

JULY 20, 1999

Dated Signed

**U.S. PATENT AND TRADEMARK OFFICE
OFFICE OF PUBLIC RECORDS
ASSIGNMENT BRANCH**

TRADEMARK ASSIGNMENT

WHEREAS, MULTNOMAH PUBLISHERS, INC., an Oregon corporation, having its principal offices at 204 West Adams Avenue, Sisters, Oregon 97759 ("Multnomah"), is the owner of the following trademark registrations in the United States Patent and Trademark Office:

Trademark	Registration No.	Registration Date	International Class
THE FIRST STEP BIBLE	2,071,254	6/17/1997	9, 16
GOLD 'N' HONEY	1,775,190	6/8/1993	16
GOLD'N' HONEY	2,226,252	2/23/1999	28
RHYME BIBLE	2,207,748	12/1/1998	16

WHEREAS, Multnomah is the owner of the following actual use trademark applications currently pending in the United States Patent and Trademark Office:

Trademark	Serial No.	Filing Date	International Class
FRUIT TROOP	75/977301	3/11/1997	16, 28
GOLD 'N' HONEY	75/672284	3/31/1999	9
TRUSTED BY PARENTS. LOVED BY KIDS.	75/519292	7/15/1998	16

WHEREAS, Multnomah is the owner of the following intent to use trademark application and has since used the mark and filed an allegation of use under §§1(c) or 1(d) of the Trademark Act, which is currently pending in the United States Patent and Trademark Office:

Trademark	Serial No.	Filing Date	International Class
BOOKS KIDS LOVE TO PLAY WITH	75/415635	1/9/1998	16, 28

WHEREAS, Multnomah has intended to use the following trademarks in commerce and has filed applications indicating that intention, but has not yet filed an allegation of use under §§1(c) or 1(d) of the Trademark Act, and is assigning the trademark applications as part of the entire Business, as that term is defined in the Asset Purchase Agreement, to which the marks pertain as required by 15 U.S.C. §1060:

Trademark	Serial No.	Filing Date	International Class
FRUIT TROOP	75/256049	3/11/1997	24, 25, 28
FRUIT TROOP	75/373669	10/15/97	9
GOOD SPORTS	75/425457	1/29/1998	9, 16, 24, 25, 28
PUPPET BUDDIES	75/491792	5/27/1998	16

WHEREAS, THE ZONDERVAN CORPORATION, a Michigan corporation, having its principal offices at 5300 Patterson Avenue S.E., Grand Rapids, Michigan 99530 ("Zondervan"), the successor of the ongoing and existing Business of Multnomah to which the above-identified trademark registrations and applications pertain, is desirous of acquiring all of the above-referenced registrations and pending applications.

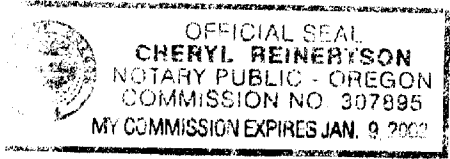
NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Multnomah hereby assigns to Zondervan all right, title and interest in and to said trademark registrations and applications, together with the goodwill of the Business symbolized by said trademarks and registrations thereof.

Signed at Sisters, Oregon this 30th day of June, 1999.

MULTNOMAH PUBLISHERS, INC., an Oregon corporation

By: Donald C. Jacobson
Donald C. Jacobson, President

STATE OF OREGON)
) ss.
County of Deschutes)



On this 30th day of June, 1999, personally appeared DONALD C. JACOBSON, to me known and known to me to be the President of Multnomah Publishers, Inc., an Oregon corporation, and acknowledged that he executed the foregoing Assignment on behalf of said assignor and pursuant to authority duly received.

Cheryl Reinerbyson

NOTARY PUBLIC FOR OREGON

My commission expires: 1-9-02