

8-6-99

08-16-1999

FORM PTO-1618A

Expires 06/30/99

OMB 0651-0027

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U.S. DEPARTMENT OF COMMERCE

Patent and Trademark Office

TRADEMARK

ET

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 # _____

Conveyance Type

☒ Assignment ☐ License☐ Security Agreement☐ Merger

Effective Date

Month Day Year

☐ Change of Name

8/3/99

☐ Other _____

Conveying Party

☐ Mark if additional names of conveying parties attachedName Silver Burdett Ginn Inc.

Execution Date

Month Day Year

8/3/99

Formerly _____

☐ Individual☐ General Partnership☐ Limited Partnership☒ Corporation☐ Association☐ Other☒ Citizenship/State of Incorporation/Organization Delaware

Receiving Party

☐ Mark if additional names of receiving parties attachedName Globe Fearon Inc.

DBA/AKA/TA _____

Composed of _____

Address (line 1) One Lake StreetAddress (line 2) Upper Saddle River, NJ 07458

Address (line 3) _____

☐ Individual☐ General Partnership☐ Limited Partnership☒ Corporation☐ Association☐ Other _____☒ Citizenship/State of Incorporation/Organization California

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

08/13/1999 MTHAI1 00000293 2178673

FOR OFFICE USE ONLY

01 FC:481

40.00 OP

02 FC:482

75.00 OP

Mail documents to be recorded with required cover sheet(s) information to:
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 200231TRADEMARK
REEL: 001943 FRAME: 0371

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) 309-7015

Name Maura B. Leeds, 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)

2,178,673
2,176,988

2,178,672
2,180,775

Number of Properties Enter the total number of properties involved.

4

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

\$ 115.00

Method of Payment: Enclosed X

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 X 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.

Maura B. Leeds

Name of Person Signing

Maura B. Leeds

Signature

August 6, 1999

Date Signed

TRADEMARK ASSIGNMENT

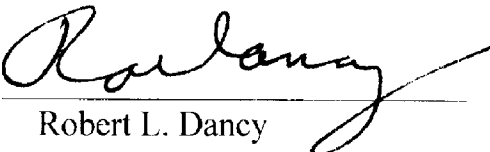
This Trademark Assignment is made on the 3rd day of August, 1999, by Silver Burdett Ginn Inc., a Delaware corporation, having a principal business address at One Lake Street, Upper Saddle River, New Jersey 07458 ("Assignor"), in favor of Globe Fearon Inc., a California corporation, having a principal 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 federal registrations listed on the attached Schedule A (the "Marks"), 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, 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, the entire right, title, and interest in and to the Marks 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
Senior Vice President and Secretary

SCHEDULED OF FEDERAL REGISTRATIONS

<u>MARK</u>	<u>REG. NO.</u>	<u>REG. DATE</u>
FEARON TEACHER AIDS Plus Design	2,178,673	August 4, 1998
FEARON	2,176,988	July 28, 1998
FEARON TEACHER AIDS	2,178,672	August 4, 1998
FEARON TEACHER AIDS Plus Design	2,180,775	August 11, 1998