



03-02-2000

U.S. Patent & TMO/TM Mail Rpt Dt. #87

11/10
3/21
Commissioner

03-17-2000



101291747

FR SHEET
ILY

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

See attached original documents or copy thereof.

1. Name of conveying party(ies):
MCCLANAHAN BOOK COMPANY, INC.

Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State NEW YORK
 Other _____

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:

Assignment Merger
 Security Agreement Change of Name
 Other _____

Execution Date: November 11, 1999

2. Name and address of receiving party(ies)

Name: Learning Horizons, Inc.
Internal Address: Legal Department - J. McMahan
Street Address: One American Rd.
City: Cleveland State: OH ZIP: 44144

Individual(s) citizenship _____
 Association _____
 General Partnership _____
 Limited Partnership _____
 Corporation-State Ohio
 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 patent number(s):

A. Trademark Application No.(s)	B. Trademark Registration No.(s)
75/758988	2,222,918 1,706,688 1,878,235
75/756296	2,014,560 1,990,281 1,833,316
75/756293	1,729,292 1,866,977 1,739,737
	1,839,411

Additional numbers attached? Yes No

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

Name: Joanne McMahan
Internal Address: American Greetings Corp.

Street Address: One American Rd.

City: Cleveland State: OH ZIP: 44144

6. Total number of applications and registrations involved: 13

7. Total fee (37 CFR 3.41).....\$ 340.00

Enclosed
 Authorized to be charged to deposit account

8. Deposit account number:
01-1410

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

03/16/2000 DNBUYEN 00000136 011410 75758988 DO NOT USE THIS SPACE

01 FC:481 40.00 CH
02 **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.

Joanne McMahan Joanne McMahan 2-25-00
Name of Person Signing Signature Date

Total number of pages including cover sheet, attachments, and document: 4

ASSIGNMENT

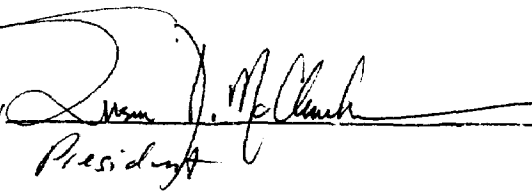
WHEREAS, MCCLANAHAN BOOK COMPANY, INC.. (hereinafter ASSIGNOR), a New York corporation, has adopted and is using the marks set forth in Exhibit A attached hereto and made a part hereof, for which it owns the corresponding United States Trademark Registrations set forth in said Exhibit A; and

WHEREAS, ASSIGNOR owns the entire right, title and interest in and to the said marks and said registrations; and

WHEREAS, LEARNING HORIZONS, INC. (hereinafter ASSIGNEE), an Ohio corporation, having its principal place of business at One American Road, Cleveland, Ohio 44144, is desirous of acquiring said marks and said registrations;


NOW, THEREFORE, for good and valuable consideration, the adequacy and receipt of which is acknowledged, ASSIGNOR does hereby sell, assign, transfer and set over unto ASSIGNEE, its successors or assigns, the entire right, title and interest in and to the marks set forth in said Exhibit A together with so much of the goodwill of the business in connection with which each of the marks is used and which is symbolized by the marks, the corresponding registrations for said marks as set forth in said Exhibit A, and the right to sue and to recover from third parties for past infringement of said marks.

MCCLANAHAN BOOK COMPANY, INC.

By  _____
President

STATE OF NEW YORK)
) ss.:
COUNTY OF NEW YORK)

On this 11th day of November, 1999, before me personally appeared Susan McClanahan by me personally known, who acknowledged to me that she is President of McClanahan Book Company, Inc., the above-identified assignor, and that she is authorized to execute this document on behalf of said Assignor.

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GARY E. CONSTABLE
Notary Public, State of New York
No. 01005087662
Qualified in New York County
Commission Expires Nov. 3, 2001

Domestic Trademarks

JUDY BOOK
 HIGH Q
 POP INTO PHONICS
 POP INTO NATURE
 GOING WILD
 KNOW-IT-ALLS
 I-SEE-YOU
 LEARN TODAY FOR TOMORROW (I)
 LEARN TODAY FOR TOMORROW (II)
 TODDLER TIME
 WIGGLY EYE
 MOTHER GOOSE MONSTERS
 TWO-IN-ONE BOOKS
 TALKING TEDDIES
 MCCLANAHAN BOOK COMPANY, INC.
 KIDOSAURS
 BABY FLAPS
 BABY'S WORLD
 STORYSHAPES
 SING ALONG FOR LITTLE ONES
 STORY TRAY

Status

Pending 75/758988
 Pending 75/756296
 Pending 75/756293
 Pending Abandoned
 Pending Abandoned
 Registered 2,222,912
 Registered 2,014,570
 Registered 1,729,292
 Registered 1,700,288
 Registered 1,990,281
 Registered 1,866,917
 Registered 1,839,411
 Registered 1,875,235
 Registered 1,843,310
 Registered 1,739,727
~~Registered~~ Abandoned
 Common Law
 Common Law
 Common Law
 Common Law
 Common Law

International Trademarks

BABY FLAPS- AUSTRALIA
 BABY FLAPS- CANADA

Status

Registered
 Pending