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101422486

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

MCCLANAHAN BOOK COMPANY, INC.

- Individual(s)
- General Partnership
- Corporation-State (New York)
- Other
- Association
- Limited Partnership

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

2. Name and address of receiving party(ies)

Name: Learning Horizons, Inc.

Internal Address: Legal Dept - 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

3. Nature of conveyance:

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

Execution Date: November 11, 1999

4. Application number(s) or patent number(s):

A. Trademark Application No.(s)

B. Trademark Registration No

1952601

07-07-2000

U.S. Patent & TMOs/TM Mail Rpt Dt. #39

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 Road

City: Cleveland State: OH ZIP: 44144

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41).....\$ 40

- 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)

8/03/2000 JNGUYEN 00000002 011410 1952601

1 FC:481 40.00 CH

DO NOT USE THIS SPACE

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.

Joanne McMahan

Name of Person Signing

Joanne McMahan

Signature

6-28-00

Date

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

Mail documents to be recorded with required cover sheet information to:

Commissioner of Patents & Trademarks, Box Assignments  
Washington, D.C. 20231

TRADEMARK

REEL: 002114 FRAME: 0500

ASSIGNMENT

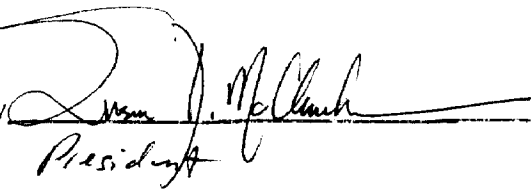
WHEREAS, MCCLANAHAN BOOK COMPANY, INC. (hereinafter ASSIGNOR), a New York corporation, has adopted and is using the marks set forth in Exhibit A attached hereto and made a part hereof, for which it owns the corresponding United States Trademark Registrations set forth in said Exhibit A; and

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     )  
  ) S.S.  
COUNTY OF NEW YORK    )

On this 11<sup>th</sup> 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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GAIL Y. CONSTABLE  
Notary Public, State of New York  
NO. 00000007669  
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  
 Pending  
 Pending  
 Pending  
 Pending  
 Registered  
 Registered  
 Registered 1952601  
 Registered  
 Registered  
 Registered  
 Registered  
 Registered  
 Registered  
~~Registered~~  
 Common Law  
 Common Law  
 Common Law  
 Common Law  
 Common Law

International Trademarks

BABY FLAPS- AUSTRALIA  
 BABY FLAPS- CANADA

Status

Registered  
 Pending