



09-11-2000



07-28-2000

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

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

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- New
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- Assignment License
 - Security Agreement Nunc Pro Tunc Assignment
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Conveying Party

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Execution Date
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Formerly

- Individual General Partnership Limited Partnership Corporation Association
- Other
- Citizenship/State of Incorporation/Organization

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- Individual General Partnership Limited Partnership
- Corporation Association
- Other

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09/11/2000 NTHA11 00000066 75716387

01 FC:481
02 FC:482

40.00 DP
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TRADEMARK

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

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

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Trademark Application Number(s)

Registration Number(s)

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

Fee Amount Fee Amount for Properties Listed (37 CFR 3.41): \$

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: #

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.

Ellen Morrissey Hughes
Name of Person Signing

Ellen Morrissey Hughes
Signature

July 25, 2000
Date Signed

UNITED STATES


TRADEMARK ASSIGNMENT

WHEREAS, Reach for Reading, Inc., a Georgia corporation having its principal place of business at Reach for Reading, Inc., 6855 Jimmy Carter Boulevard, Suite 2120, Norcross, Georgia 30071 (hereinafter "Assignor"), has adopted and is using the trademarks described in Schedule A and for which said Assignor has applied for and which certain marks have registered in the United States Patent and Trademark Office and with the Georgia Secretary of State, and

WHEREAS, Reed Elsevier, Inc., a Massachusetts corporation having its principal place of business at 275 Washington Street, Newton, Massachusetts 02458 (hereinafter "Assignee") is desirous of acquiring said trademarks and registrations therefor:

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, said Assignor does hereby assign unto said Assignee all of its right, title, and interest in the trademarks and the applications and registrations thereof listed on Schedule A hereto, together with the good will of the business symbolized by the trademarks.

REACH FOR READING, INC.

By: 

Officer: Darrell Dobresk

Title: Chief Executive Officer

Dated: 5/23/, 2000

SCHEDULE A

I. U.S. Marks

| <u>Mark</u> | <u>App./Reg. No.</u> | <u>Filing/Reg. Date</u> |
|-------------------|----------------------|-------------------------|
| REACH FOR READING | 2,314,342 | February 1, 2000 |
| REACHING HIGHER | 75/716,387 | May 27, 1999 |
| REACHING UP | 75/707,684 | May 17, 1999 |

II. Georgia State Marks

| <u>Mark</u> | <u>App./Reg. No.</u> | <u>Filing/Reg. Date</u> |
|-------------------|----------------------|-------------------------|
| REACH FOR READING | S-17572 | January 7, 1999 |
| REACHING HIGHER | S-17844 | May 13, 1999 |
| REACHING UP | S-17843 | May 13, 1999 |

Enclosures Certificate of Assignment Deed
 Return Postcard
 Recordation Form Cover Sheet

cc: Mr. L. Norwood Jameson