FÜRM PTO- 1594 (Modified) (Rev. 6-93)	08-22-2	001 EET	Docket No.:
OMB No. 0651-0011 (exp.4/94) Copyright 1994-97 LegalStar TM05/REV03			10107.181
Tab settings → → → ▼			▼ ▼
To the Honorable Commissioner of Pε	101819	136 attached origina	al documents or copy thereof.
Name of conveying party(ies):		2. Name and address of receiving	ng party(ies):
Bookcraft, Inc.	72)		
Bookeraft, Inc.	<i>O</i> /	Name: Deseret Book Compa	ny
		Internal Address:	7 44-4-4-4
☐ Individual(s) ☐	Association	Street Address: 40 East Sout	th Temple
☐ General Partnership ☐	Limited Partnership	City: Salt Lake City	
☑ Corporation-State Utah		•	-
☐ Other			
Additional names(s) of conveying party(ies)	🗌 Yes 🔀 No		
3. Nature of conveyance:	- 1 L _ 1 L		
	Merger		
☐ Security Agreement ☐	Change of Name		
☐ Other		If assignee is not domiciled in the Uni	
Execution Date: August 7, 2001		designation is (Designations must be a separate do	☐ Yes ☐ N
		Additional name(s) & address(es)	
A. Trademark Application No.(s) Name and address of party to whom concerning document should be mailed:	•	B. Trademark Regis 1,463,946 Yes No 6. Total number of applications a registrations involved:	08-14-2001 U.S. Patent & TMOfc/TM Mail Rept Dt. #34
Name: John C. Stringham		7. Total fee (37 CFR 3.41):	\$ \$40.00
Internal Address: WORKMAN, NYDE	GGER & SEELEY	7. Total 100 (07 Of 10.41)	Ψ Φτυ-υυ
		☑ Enclosed	
		☐ Authorized to be charged to deposit account	
Street Address: 1000 Eagle Gate Tower		8. Deposit account number:	
60 East South Temple		22 2170	
City: Salt Lake City State	UT ZIP: 84111	23-3178	
08/21/2001 LMUELLER 00000061 1463946	DO NOT U	SE THIS SPACE	
01 FC:481 40.00 OP			
9. Statement and signature. To the best of my knowledge and belief, of the original document.	the foregoing informa	tion is true and correct and any at	tached copy is a true copy
John C. Stringham, Reg. No. 40,831 Name of Person Signing	(Your	Signature	Date
Total n	umber of pages including o	over sheet, attachments, and	TENEN DIV

REEL: 002351 FRAME: 0880

WHEN RECORDED RETURN TO: JOHN C. STRINGHAM WORKMAN, NYDEGGER, & SEELEY 1000 Eagle Gate Tower 60 East South Temple Salt Lake City, Utah, 84111

ASSIGNMENT

WHEREAS, Bookcraft, Inc., (hereinafter referred to as "Assignor"), a corporation of the

State of Utah, having a principal office at 40 East South Temple, Salt Lake City, Utah 84111, has

adopted, used, and is using and is the owner of all right, title, and interest in and to the trademark

BOOKCRAFT (hereinafter referred to as the "mark"), which was registered in the United States

Patent and Trademark Office as Registration No. 1,463,946 on November 3, 1987; and which

trademark is also used in association with books, bookmarks, booklets/pamphlets, audio cassettes

(books on tape / talks on tape), compact discs (music only); songbooks; board games; software

products; scripture totes; posters

WHEREAS, Deseret Book Company, a corporation of the State of Utah, having a

principal office at 40 East South Temple, Salt Lake City, Utah 84111 is desirous of acquiring

the entire right, title, and interest in and to the mark and the registration thereof, including all

uses and goodwill thereof by Assignor including but not limited to uses of the trademark in

association with books, bookmarks, booklets/pamphlets, audio cassettes (books on tape / talks on

tape), compact discs (music only); songbooks; board games; software products; scripture totes;

posters; and

NOW, THEREFORE, in consideration of ten dollars (\$10.00) and other good and

valuable consideration paid to the Assignor by the Assignee, the receipt and sufficiency of which

is hereby acknowledged, THE ASSIGNOR HEREBY ASSIGNS TO THE ASSIGNEE the entire

right, title, and interest in and to the mark and the above-identified registration thereof, including

all uses thereof made by the Assignor and goodwill associated therewith in whatever form,

1

TRADEMARK

REEL: 002351 FRAME: 0881

including by not limited to uses in association with books, bookmarks, booklets/pamphlets, audio cassettes (books on tape / talks on tape), compact discs (music only); songbooks; board games; software products; scripture totes; posters, together with the goodwill of the business symbolized by and associated with the mark.

The Assignor hereby authorizes and requests the United States Commissioner of Patents and Trademarks, and such officials in foreign countries as are duly authorized by their laws to register trademarks, to issue any and all certificates of registration of the mark to the Assignee as the owner of the entire interest, for the sole use and behoof of the said Assignee, its successors, assigns and legal representatives.

This Assignment and Agreement shall be binding upon all legal successors of Assignor.

BOOKCRAFT, INC.

a	oua	Al.	nellett	<u>. </u>
By:				
Title	Pres	edent	10ED	

STATE OF UTAH)
	: ss
COUNTY OF SALT LAKE)

On And the foregoing Assignment in my presence and acknowledged under oath before me that he has read the same and knows the contents thereof and that he executed the same as his free act and deed and for the purposes set forth therein.

NOTARY PUBLIC
Residing at Riverton Utch

My Commission Expires:

RECORDED: 08/14/2001

