

08-22-2001

EET

Docket No.:

10107.181



101819136

attached original documents or copy thereof.

Tab settings

To the Honorable Commissioner of Patents

1. Name of conveying party(ies):

Bookcraft, Inc.

8-14-01

2. Name and address of receiving party(ies):

Name: Deseret Book Company

Internal Address:

Street Address: 40 East South Temple

City: Salt Lake City State: UT ZIP: 84111

- Individual(s)
- General Partnership
- Corporation-State Utah
- Other

- Association
- Limited Partnership
- Corporation-State Utah
- Other

Additional names(s) of conveying party(ies)  Yes  No

If assignee is not domiciled in the United States, a domestic designation is  Yes  N  
(Designations must be a separate document from Additional name(s) & address(es)  Yes  N

3. Nature of conveyance:

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

Execution Date: August 7, 2001

4. Application number(s) or registration numbers(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1,463,946



08-14-2001

U.S. Patent & TMOtc/TM Mail Rcpt Dt #34

Additional numbers  Yes  No

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

Name: John C. Stringham

Internal Address: WORKMAN, NYDEGGER & SEELEY

Street Address: 1000 Eagle Gate Tower

60 East South Temple

City: Salt Lake City State: UT ZIP: 84111

6. Total number of applications and registrations involved:..... 1

7. Total fee (37 CFR 3.41):.....\$ 40.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

23-3178

08/21/2001 LMUELLER 00000061 1463946

DO NOT USE THIS SPACE

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40.00 DP

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.

John C. Stringham, Reg. No. 40,831

Name of Person Signing

Signature

Aug 8, 2001 Date

Total number of pages including cover sheet, attachments, and

TRADEMARK

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,

