

08-22-2001

U.S. Department of Commerce
Patent and Trademark Office

REC



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101820086

To the Honorable Commissioner of Patent
thereof.

Attached original documents or copy

1. Name of conveying party(ies):

Hambleton-Hill Publishing, Inc.

8-10-01

- Individual(s)
- General Partnership
- Corporation-State of Tennessee
- Other

- Association
- Limited Partnership

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

2. Name and Address of receiving party(ies)

Name: Guideposts

Address: 39 Seminary Hill Road
Carmel, NY 10512

3. Nature of conveyance:

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

Execution Date: May 31, 2001

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

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 registration number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1,899,799 and 2,166,758

Additional numbers attached? Yes No

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

Sandra Covington, Esq.
Cowan, Liebowitz & Latman, P.C.
1133 Avenue of the Americas
New York, NY 10036-6799



08-10-2001

U.S. Patent & TMOfr/TM Mail Ropt Dt. #11

6. Total number of applications and registrations involved: 2.

7. Total fee (37 CFR 3.41)..... \$65.00

- Enclosed
- Any deficiency is authorized to be charged to Deposit Account No. 03-3415.

8. Deposit Account No. 03-3415

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

08/21/2001 TBIAZI 00000090 1899799

DO NOT USE THIS SPACE

01 FC 441 40.00 OP
02 FC 382 25.00 OP

I, the undersigned, declare that I am the owner of the foregoing trademark 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.*

Sandra Covington
Name of Person Signing

Signature

August 10, 2001
Date

Total number of pages including cover sheet, attachments, and document: 5

Mail to: U.S. Patent and Trademark Office, Office of Public Records, Crystal Gateway 4, Room 335, Washington, DC 20231

TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is made the 31st day of May, 2001 between Hambleton-Hills Publishing, Inc., a corporation organized and existing under the laws of the State of Tennessee with its principal place of business at 1501 Country Hospital Road, Nashville, Tennessee 37218 ("Assignor") and Guideposts, a New York State Church corporation, with its principal place of business at 39 Seminary Hill Road, Carmel, NY 10512 ("Assignee").


WHEREAS, Assignor has adopted and used in the United States the trademarks listed in the Schedule attached hereto and is the owner of the registrations and application thereof shown in the Schedule (the "Trademarks"); and

WHEREAS, Assignee wishes to acquire all of Assignor's right, title and interest in and to the Trademarks and the goodwill associated therewith;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns, transfers, and conveys unto Assignee all of its rights, title and interest in and to the Trademarks, whether statutory or at common law, including all applications and registrations thereof, together with the goodwill of the business symbolized by the Trademarks, and the right to sue for, collect and retain all damages and profits and all other remedies for past infringements thereof.

IN TESTIMONY WHEREOF, the Assignor and Assignee have caused this Assignment to be signed and executed by the undersigned officers thereunto duly authorized this 31st day of May, 2001.

Hambleton-Hill Publishing, Inc. (Assignor)

By: 

Name: Van Hill

Title: President

Guideposts (Assignee)

By: _____

Name: David Teitler

Title: Chief Financial Officer

IN TESTIMONY WHEREOF, the Assignor and Assignee have caused this Assignment to be signed and executed by the undersigned officers thereunto duly authorized this 31st day of May, 2001.

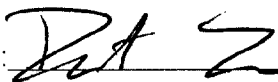
Hambleton-Hill Publishing, Inc. (Assignor)

By: _____

Name: Van Hill

Title: President

Guideposts (Assignee)

By:  _____

Name: David Teitler

Title: Chief Financial Officer

THE SCHEDULE

<u>Trademark</u>	<u>Registration No./Application Serial No.</u>	<u>Registration Date</u>
DISCOVERY READERS	Registration No. 1,899,799	June 13, 1995
P.K. HALLINAN LIFELONG VALUES FOR KIDS & Design	Registration No. 2,166,758	June 23, 1998