

05-16-2002



HEET
ILY

Docket No.:
94-02

Tab settings → → → ▼

To the Honorable Commissioner of

102092321

the attached original documents or copy thereof.

1. Name of conveying party(ies):
LifeWay Christian Resources of the Southern Baptist Convention
Formerly Named - Sunday School Board of the Southern Baptist Convention

Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State **Tennessee** **5 9.02**
 Other _____

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

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

Name: **National Publishing Company**

Internal Address: _____

Street Address: **11311 Roosevelt Boulevard**

City: **Philadelphia** State: **PA** ZIP: **19114**

Individual(s) citizenship _____
 Association _____
 General Partnership _____
 Limited Partnership _____
 Corporation-State **Pennsylvania**
 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 Merger
 Security Agreement Change of Name
 Other _____

Execution Date: **April 12, 2002**

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

A. Trademark Application No.(s) _____

B. Trademark Registration No.(s)
1,975,051

Additional numbers attached? Yes No

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

Name: **Alex R. Sluzas**

Internal Address: **Paul & Paul**

Street Address: **2900 Two Thousand Market Street**

City: **Philadelphia** State: **PA** ZIP: **19103**

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:
16-0750

05/15/2002 BY: 0000271 1975051 DO NOT USE THIS SPACE
01 FC:481 40.00 OP

OFFICE OF THE REGISTERED MAIL ROOM
MAY 7 11 AM '02
FINANCE SECTION

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.

Alex R. Sluzas Registration No. 28,669 **May 9, 2002**

Name of Person Signing Signature Date

Total number of pages including cover sheet, attachments, and document: **2**

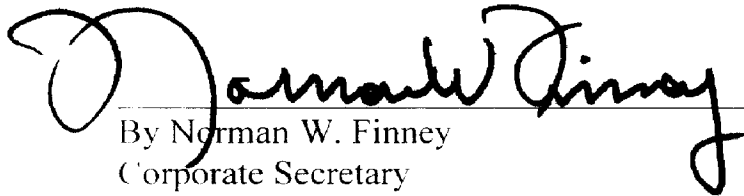
TRADEMARK

TRADEMARK ASSIGNMENT

Now comes LifeWay Christian Resources of the Southern Baptist Convention, formerly named the Sunday School Board of the Southern Baptist Convention, and for \$10.00 and other good and valuable consideration, the receipt and sufficiency of which are acknowledged, hereby transfer and assign to National Publishing Company all right, title, and interest in the service mark, trademark, or trade name KEYSTONE (and design) and all associated goodwill attendant thereto. This transfer shall include all legal and equitable title to the United States Federal Trademark, registration number 1975051, as well as all unregistered or common law rights under the laws of any and all jurisdictions worldwide. This transfer shall also include the right to sue and recover for any and all past infringements of the assigned mark without any duty to share litigation proceeds with the assignor.

Done this 12/12 day of April, 2002.

LifeWay Christian Resources
of the Southern Baptist Convention


By Norman W. Finney
Corporate Secretary