

10-29-2002



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RL 102260208
TRADEMARKS ONLY

U.S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies): 8-14-02
Serendipity House, Inc.
 Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State (TN)
 Other _____
Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)
Name: LifWay Christian Resources
Internal
Address: _____
Street Address: One LifWay Plaza
City: Nashville State: TN Zip: 37234
 Individual(s) citizenship _____
 Association _____
 General Partnership _____
 Limited Partnership _____
 Corporation-State Tennessee
 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: 8/1/02 H.B.

4. Application number(s) or registration number(s):
A. Trademark Application No.(s)
B. Trademark Registration No.(s)
1995760 & 2066419
Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
Name: Mr. Norm Finney
Internal Address: LifWay Christian Resources

Street Address: One LifWay Plaza

City: Nashville State: TN Zip: 37234

6. Total number of applications and registrations involved: 23
7. Total fee (37 CFR 3.41).....\$ _____
 Enclosed
 Authorized to be charged to deposit account

8. Deposit account number: _____
(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

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.
James F. Couch [Signature] August 1, 2002
Name of Person Signing Signature Date

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

08/15/2002 LNUJELLER 00000239 1995760
01 FC:481 40.00 DP
02 FC:482 25.00 DP

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patent & Trademarks, Box Assignments
Washington, D.C. 20231

TRADEMARK
REEL: 002566 FRAME: 0976

TRADEMARK ASSIGNMENT

Now comes Serendipity House, Inc., and for \$10.00 and other good and valuable consideration, the receipt and sufficiency of which are acknowledged, hereby transfers and assigns to LifeWay Christian Resources of the Southern Baptist Convention, all right, title and interest in the service mark, trademark, or trade name Serendipity and all associated goodwill attendant thereto. This transfer shall include all legal and equitable title to the United States Federal Trademark, registration numbers 1995760 and 2066419, 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 August 1 day, 2002.

SERENDIPITY HOUSE, INC.

By: 

Title: Chairman