

FORM PTO-1594
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M&G 13674.009511\$01

RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

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

1. Name of conveying party(ies):

Jill A. Plaza

 Individuals Association
 General Partnership Limited Partnership
 Corporation-State of
 Other: _____

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

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

Renaissance Learning, Inc.
2911 Peach Street
Wisconsin Rapids, WI 54494

 Individual(s) citizenship Association
 General Partnership Limited Partnership
 Corporation-State of Wisconsin
 Other: _____

If assignee is not domiciled in the United States, a domestic representative designation is attached:
 Yes No
(Designations must be 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: February 7, 2003

Individual(s) citizenship Association
 General Partnership Limited Partnership
 Corporation-State of Wisconsin
 Other: _____

Additional name(s) & address(es) attached? Yes No

4. Application number(s) or trademark number(s):

A. Trademark Application No.(s)/ Mark(s) B. Trademark Reg. No.(s)/Mark(s)

1426917 / READ NOW

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
Name: John A. Clifford
Address: MERCHANT & GOULD P.C.
P.O. Box 2910
Minneapolis, MN 55402-0910

6. Total number of applications and trademarks involved: 1

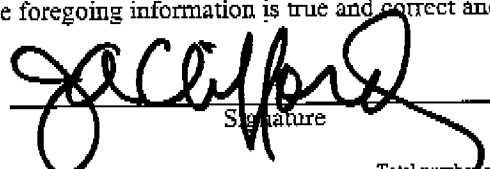
7. Total fee (37 CFR 3.41): \$40.00
 Enclosed
 Authorized to be charged to deposit account

8. Please charge any additional fees or credit any overpayments to our Deposit account number: 13-2725

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.

John A. Clifford  February 28, 2003
Name of Person Signing Signature Date

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

Do not detach this portion

Mail documents to be recorded with required cover sheet information to:

Commissioner for Patents and Trademarks
Box Assignments
Washington, D.C. 20231

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EXHIBIT A

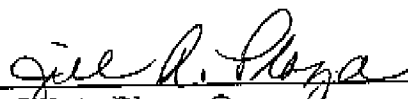
ASSIGNMENT

WHEREAS, Jill A. Plaza (D/B/A Reading and Educational Consultants), having a place of business at 392 S. Grayfriars, Lane, Inverness, Illinois 60067 adopted and used the trademark READ NOW® at least as early December 1, 1984, and is the owner of U.S. Trademark Registration No. 1,426,917 registered January 27, 1987 and now in full force and effect; and

WHEREAS, Renaissance Learning, Inc., a Wisconsin corporation having a place of business at 2911 Peach Street, Wisconsin Rapids, Wisconsin 54494 is desirous of acquiring said trademark and said trademark registration;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Jill A. Plaza (D/B/A Reading and Educational Consultants), does hereby sell, assign, and transfer to Renaissance Learning, Inc, all right, title, and interest in and to the mark READ NOW®, together with U.S. Trademark Registration No. 1,426,917, and all of the goodwill of the business symbolized by the mark.

Jill A. Plaza
D/B/A Reading and Educational Consultants

By 
Jill A. Plaza, Owner

Dated: FEB 7, 2003