

12-11-2003

U.S. Department of Commerce  
Patent and Trademark Office

12/8/03



102620287

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

1. Name of conveying party(ies):

Guideposts  
39 Seminary Hill Road  
Carmel, New York 10512

Individual(s)  Association  
 General Partnership  Limited Partnership  
 Corporation-State - New York  
 Other \_\_\_\_\_

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

2. Name and Address of receiving party(ies)

Name: Guideposts a Church Corporation

Address: 39 Seminary Hill Road  
Carmel, New York 10512

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

RECEIVED  
2003 DEC -8 AM 7:29  
OPR/FINANCE

3. Nature of conveyance:

Assignment (Confirmatory Trademark)  
 Merger  
 Security Agreement  Change of Name  
 Other - to correct the name of assignee recorded at  
reel/frame no. 002114/0637

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s) See Schedule Attached

Additional numbers attached?  Yes  No

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

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

6. Total number of applications and registrations involved: 6

7. Total fee (37 CFR 3.41)..... \$ 165.00

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)

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.

Hannah Y. Chung

Name of Person Signing

Signature

Dec. 4, 2003

Date

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

Mail to: Commissioner of Patents & Trademarks, Box Assignment, Washington, DC 20231

EA/10/2003 ECDOPR 00000108 1090324

1 PD:8521 40.00 OP  
2 PD:8522 125.00 OP

21659/000/614373.1

TRADEMARK  
REEL: 002877 FRAME: 0325

SCHEDULE

<u>Trademark</u>	<u>Registration No.</u>	<u>Registration Date</u>
IDEALS	1,090,334	May 2, 1978
IDEALS	1,186,733	January 19, 1982
IDEALS (Stylized)	1,884,957	March 21, 1995
RADNOR PRESS (Stylized)	2,141,267	March 3, 1998
CANDY CANE PRESS	2,133,244	January 27, 1998
IDEALS PRESS	2,665,149	December 24, 2002

08-03-2000

EET

7-11-00

To the Honorable Commissioner of Patent

101422043

... original documents or copy thereof.

1. Name of conveying party: Ideals Publications Incorporated  
 Address: 535 Metroplex Drive, Nashville, TN 37211  
 Individual(s)                       Association  
 General Partnership               Limited Partnership  
 Corporation-State -Tennessee  
 Other \_\_\_\_\_  
 Additional name(s) of conveying party(ies) attached?  Yes  No

2. Name and Address of receiving party:  
 Name: Guideposts  
 Address: 39 Seminary Hill Road, Carmel, New York 10512  
 Individual(s) citizenship \_\_\_\_\_  
 Association \_\_\_\_\_  
 General Partnership \_\_\_\_\_  
 Limited Partnership \_\_\_\_\_  
 Corporation- New York State Church Corporation  
 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: \_\_\_\_\_

4. Application number(s) or registration number(s):  
 A. Trademark Application No.(s) 76/046,026  
 B. Trademark Registration No.(s)  
2,133,244  
2,141,267  
1,884,957  
1,186,733  
1,090,334  
 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

6. Total number of applications and registrations involved:  
6

7. Total fee (37 CFR 3.41)..... \$ 165.00  
 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)

(X) 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.*  
Sandra Covington                      Sandra Covington                      7/7/00  
 Name of Person Signing                      Signature                      Date

Total number of pages including cover sheet, attachments, and document 4

Mail to: U.S. Patent & Trademark Office, Office of Public Records, Crystal Gateway 4, Rm. 335, Washington, D.C. 20231

08/02/2000 DNGUYEN 00000371 2133244

FC:461                      40.00 DP  
 FC:462                      125.00 DP  
 SXC/SXC/75645/03/422670.1

TRADEMARK  
 REEL: 002114 FRAME: 0637  
 TRADEMARK  
 REEL: 002877 FRAME: 0327

## TRADEMARK ASSIGNMENT

**THIS ASSIGNMENT** is made the 7<sup>th</sup> day of July, 2000 between Ideals Publications Incorporated, a corporation organized and existing under the laws of the State of Tennessee with its principal place of business at 535 Metroplex Drive, Nashville, Tennessee 37211 ("Assignor") and Guideposts, a New York State Church corporation, with its principal place of business at 39 Seminary Hill Road, Carmel, New York 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**, pursuant to that certain Asset Purchase Agreement dated as of June 30, 2000 by and between Assignor and Assignee ("Asset Purchase Agreement"), Assignee has acquired 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 (as defined in the Asset Purchase Agreement) 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 has caused this Assignment to be signed and executed by the undersigned officer thereunto duly authorized this 7<sup>th</sup> day of July, 2000.

Ideals Publications Incorporated

By:

*Simon Waterlow*

Name: Simon Waterlow

Title: President

NOTARIAL ACKNOWLEDGEMENT

STATE OF NEW YORK )  
 )ss.:  
COUNTY OF NEW YORK )

On the 7<sup>th</sup> day of July, 2000, before me personally came Simon Waterlow, to me known, who being by me duly sworn, did depose and say that he is President of Ideals Publications Incorporated, the corporation described in and which executed the foregoing instrument; and that he signed his name thereto by order of the Board of Directors.

Sandra U.S. Covington, ESQ.  
Notary Public, State of New York  
No. 92000019126  
Qualified in Kings County  
Commission Expires February 1, 2002

*Sandra Covington*  
Notary Public

TRADEMARK  
REEL: 002114 FRAME: 0639  
TRADEMARK  
REEL: 002877 FRAME: 0329

**SCHEDULE**

<b><u>Trademark</u></b>	<b><u>Registration No./Application Serial No.</u></b>	<b><u>Date</u></b>
<b>IDEALS PRESS</b>	Application No. 76/046,026	May 11, 2000
<b>CANDY CANE PRESS</b>	Registration No. 2,133,244	January 27, 1998
<b>RADNOR PRESS</b>	Registration No. 2,141,267	March 3, 1998
<b>IDEALS(Stylized)</b>	Registration No. 1,884,957	March 21, 1995
<b>IDEALS</b>	Registration No. 1,186,733	January 19, 1982
<b>IDEALS</b>	Registration No. 1,090,334	May 2, 1978

**RECORDED: 07/11/2000**

**TRADEMARK  
REEL: 002114 FRAME: 0640**

**TRADEMARK  
REEL: 002877 FRAME: 0330**

TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is made the 7<sup>th</sup> day of July, 2000 between Ideals Publications Incorporated, a corporation organized and existing under the laws of the State of Tennessee with its principal place of business at 535 Metroplex Drive, Nashville, Tennessee 37211 ("Assignor") and Guideposts, a <sup>#4C</sup>~~New York State~~ <sup>#4C</sup> Church Corporation, with its principal place of business at 39 Seminary Hill Road, Carmel, New York 10512 ("Assignee").

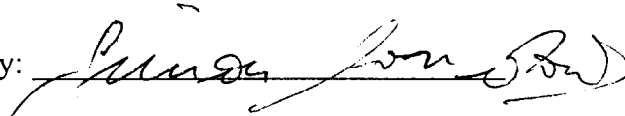
WHEREAS, Assignor has adopted and used in the United States the trademarks listed in the Schedule attached hereto and is the owner of the registrations and application thereof shown in the Schedule (the "Trademarks"); and

WHEREAS, pursuant to that certain Asset Purchase Agreement dated as of June 30, 2000 by and between Assignor and Assigned ("Asset Purchase Agreement"), Assignee has acquired 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 (as defined in the Asset Purchase Agreement) 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 has caused this Assignment to be signed and executed by the undersigned officer thereunto duly authorized this 7<sup>th</sup> day of July, 2000.

Ideals Publications Incorporated

By: 

Name: Simon Waterlow

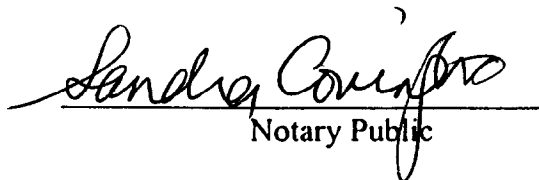
Title: President

NOTARIAL ACKNOWLEDGEMENT

STATE OF NEW YORK    )  
  )ss.:  
COUNTY OF NEW YORK )

On the 7<sup>th</sup> day of July, 2000, before me personally came Simon Waterlow, to me known, who being by me duly sworn, did depose and say that he is President of Ideals Publications Incorporated, the corporation described in and which executed the foregoing instrument; and that he signed his name thereto by order of the Board of Directors.

Sandra N.S. Covington, ESQ.  
Notary Public, State of New York  
No. 02CO6019126  
Qualified in Kings County  
Commission Expires February 1, 2001

  
Notary Public



SCHEDULE

<u>Trademark</u>	<u>Registration No./Application Serial No.</u>	<u>Date</u>
IDEALS PRESS	Application No. 76/046,026	May 11, 2000
CANDY CANE PRESS	Registration No. 2,133,244	January 27, 1998
RADNOR PRESS	Registration No. 2,141,267	March 3, 1998
IDEALS(Stylized)	Registration No. 1,884,957	March 21, 1995
IDEALS	Registration No. 1,186,733	January 19, 1982
IDEALS	Registration No. 1,090,334	May 2, 1978

FORM 1-79

# Trademark Assignment Details

Reel/Frame: 2114/0637

Received: 08/03/2000

Recorded: 07/11/2000

Pages: 4

Conveyance: ASSIGNS THE ENTIRE INTEREST

## Total properties: 6

1	Serial #: <u>73141247</u> Mark: IDEALS	Filing Dt: 09/14/1977	Reg #: <u>1090334</u>	Reg. Dt: 05/02/1978
2	Serial #: <u>73284877</u> Mark: IDEALS	Filing Dt: 11/06/1980	Reg #: <u>1186733</u>	Reg. Dt: 01/19/1982
3	Serial #: <u>74515033</u> Mark: IDEALS	Filing Dt: 04/22/1994	Reg #: <u>1884957</u>	Reg. Dt: 03/21/1995
4	Serial #: <u>74704643</u> Mark: RADNOR PRESS	Filing Dt: 07/24/1995	Reg #: <u>2141267</u>	Reg. Dt: 03/03/1998
5	Serial #: <u>75100758</u> Mark: CANDY CANE PRESS	Filing Dt: 05/08/1996	Reg #: <u>2133244</u>	Reg. Dt: 01/27/1998
6	Serial #: <u>76046026</u> Mark: IDEALS PRESS	Filing Dt: 05/11/2000	Reg #: <u>2665149</u>	Reg. Dt: 12/24/2002

## Assignor

1 IDEALS PUBLICATIONS INCORPORATED

Exec Dt: 07/07/2000

Entity Type: CORPORATION

Citizenship: TENNESSEE

## Assignee

1 GUIDEPOSTS

39 SEMINARY HILL ROAD  
CARMEL, NEW YORK 10512

Entity Type: CORPORATION

Citizenship: NONE

## Correspondence name and address

COWAN, LIEBOWITZ, & LATMAN, P.C.  
SANDRA COVINGTON, ESQ.  
1133 AVENUE OF THE AMERICAS  
NEW YORK, NY 10036-6799

Search Results as of: 11/19/2003 4:17:06 P.M.

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If you have any comments or questions concerning the data displayed, contact OPR / Assignments at 703-308-9723  
Web interface last modified: Oct. 5, 2002

SCHEDULE

<u>Trademark</u>	<u>Registration No.</u>	<u>Registration Date</u>
IDEALS	1,090,334	May 2, 1978
IDEALS	1,186,733	January 19, 1982
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