

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
-------------------------	----------------

NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
------------------------------	--

CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
LMS ASSOCIATES LLC		08/16/2004	Limited Liability Company: MARYLAND

RECEIVING PARTY DATA	
Name:	Greenwood Publishing Group Inc.
Street Address:	88 Post Road West
City:	Westport
State/Country:	CONNECTICUT
Postal Code:	06881
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 2		
Property Type	Number	Word Mark
Registration Number:	2324558	CRINKLES
Registration Number:	2295813	CRINKLES

CORRESPONDENCE DATA	
Fax Number:	(302)429-7608
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Email:	trademarks@reilaw.com
Correspondent Name:	Reed Elsevier Intellectual Property
Address Line 1:	1105 North Market Street
Address Line 2:	Ninth Floor
Address Line 4:	Wilmington, DELAWARE 19801

NAME OF SUBMITTER:	Renee Simonton
---------------------------	----------------

Total Attachments: 2
source=New Scan-20040823102227-00001#page1.tif
source=New Scan-20040823102230-00002#page1.tif

CH \$65.00 2324558

TRADEMARK ASSIGNMENT

WHEREAS, LMS ASSOCIATES LLC, a limited liability company of the State of Maryland, with an address of 17 East Henrietta Street, Baltimore, Maryland 21230 ("Assignor"), adopted, owns and uses the trademarks identified on Exhibit A ("the Marks"); and

WHEREAS, Greenwood Publishing Group Inc., a corporation of the state of Delaware, with its principal place of business at 88 Post Road West, Westport, Connecticut 06881 ("Assignee"), desires to acquire the Marks,

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby transfers, releases and assigns to Assignee all right, title and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks and the registration thereof, with any state or common law rights in the Marks, the right of priority, and all claims for damages by reason of past infringement of the Marks and the respective registrations, with the right to sue for and collect the same for its own use and behalf and for the use and behalf of its successors, assigns and other legal representatives.

Dated: August 16, 2004

LMS Associates LLC
By: Paula Montgomery
Paula Montgomery, Sole Member

State of Maryland

County of Baltimore

SWORN TO AND SUBSCRIBED BEFORE ME THIS 16th day of August 2004

Melinda B. Antalek

Notary Public
MELINDA B. ANTALEK
NOTARY PUBLIC STATE OF MARYLAND
County of Baltimore
My Commission Expires 8/1/08

EXHIBIT A

MARK	APPLICATION	REGISTRATION
Crinkles	US 75697462	US 2324558
Crinkles <stylized>	US 75556851	US 2295813
Crinkles, the Library Media Magazines for Kids	Common Law	Common Law
School Library Media Activities Monthly	Common Law	Common Law
The Magazine You Will Use Every Day	Common Law	Common Law
Learning Makes Crinkles in Your Brain	Common Law	Common Law