

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
Sandvik Publishing Ltd.		09/28/2004	CORPORATION: NEVADA
RECEIVING PARTY DATA			
Name:	Scholastic Inc.		
Street Address:	557 Broadway		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10012		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2447929	BABY'S FIRST BOOK CLUB	
CORRESPONDENCE DATA			
Fax Number:	(212)593-9175		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212/980-0120		
Email:	erosenthal@fkkslaw.com		
Correspondent Name:	Edward H. Rosenthal		
Address Line 1:	Frankfurt Kurnit Klein & Selz, PC		
Address Line 2:	488 Madison Avenue		
Address Line 4:	New York, NEW YORK 10022		
ATTORNEY DOCKET NUMBER:	4704-0100		
NAME OF SUBMITTER:	Christina Matthews		
Total Attachments: 1 source=sandvik#page1.tif			

CH \$40.00 2447929

ASSIGNMENT OF TRADEMARK

The Assignment is made as of September 28, 2004, by Sandvik Publishing Ltd., a Nevada Corporation ("ASSIGNOR"), to Scholastic Inc. with an address at 557 Broadway, New York, NY 10012, a New York corporation ("ASSIGNEE").

NOW THEREFORE, for and in consideration of good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR does hereby assign, sell, and transfer to ASSIGNEE, its successors and assigns, all right, title and interest in and to the trademark BABY'S FIRST BOOK CLUB, including trademark registration number 2447929, together with the goodwill of the business symbolized by and associated with such trademark.

IN WITNESS WHEREOF, ASSIGNOR has executed this Assignment.

Sandvik Publishing Ltd.



Name: Charles Deull

Title: Secretary

X:TMassignBFBC