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04-29-2004

Form PTO-1594 (Rev. 10/02) OMB No. 0651-0027 (exp. 6/30/2005) Tab settings

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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): Williamson Publishing Company, Inc. [ ] Individual(s) [ ] Association [ ] General Partnership [ ] Limited Partnership [x] Corporation-State [ ] Other of Vermont Additional name(s) of conveying party(ies) attached? [ ] Yes [x] No

2. Name and address of receiving party(ies) Name: Guideposts a Church Corporation Internal Address: Street Address: 39 Seminary Hill Road City: Carmel State: NY Zip: 10512 [ ] Individual(s) citizenship [ ] Association [ ] General Partnership [ ] Limited Partnership [x] Corporation-State of 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

3. Nature of conveyance: [x] Assignment [ ] Merger [ ] Security Agreement [ ] Change of Name [ ] Other Execution Date: 12/16/2003

4. Application number(s) or registration number(s): A. Trademark Application No.(s) B. Trademark Registration No.(s) 2298443 Additional number(s) attached [x] Yes [ ] No

5. Name and address of party to whom correspondence concerning document should be mailed: Name: Midge M. Hyman, Esq. Internal Address: Street Address: Cowan Liebowitz & Latman, P.C. 1133 Avenue of the Americas City: New York State: NY Zip: 10036-6799

6. Total number of applications and registrations involved: 6 7. Total fee (37 CFR 3.41): \$ 165 [x] Enclosed [x] Authorized to be charged to deposit account 8. Deposit account number: 03-3415

DO NOT USE THIS SPACE

9. Signature. Midge Hyman Name of Person Signing [Signature] Signature 4/15/04 Date

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

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



04-21-2004

U.S. Patent & TMO/TM Mail Rcpt Dt. #64

TRADEMARK REEL: 002959 FRAME: 0214

04/28/2004 00004066 2298443 40 00 00 125 00 00

## THE SCHEDULE

<u>Trademark</u>	<u>Registration No./Application Serial No.</u>	<u>Registration Date</u>
Kaleidoscope Kids	2298443/75-115106	12/7/99
Kids Can!	1938843/74-620008	11/28/95
Little Hands	1938844/74-620010	11/28/95
Quick Starts for Kids! (and Design)	2598113/78-039053	7/23/02
Tales Alive	2052440/75-074637	4/15/97
Williamson Kids Can! (and Design)	2086076/75-176463	8/5/97

## TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is made the 16th day of December, 2003 between Williamson Publishing Company, Inc., a corporation organized and existing under the laws of the State of Vermont with its principal place of business at 1355 Church Hill Road, Charlotte, Vermont 05445 ("Assignor") and Guideposts a Church Corporation, organized and existing under the laws of the State of New York, with its principal place of business at 39 Seminary Hill Road, Carmel, NY 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, Assignee wishes to acquire 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 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 and Assignee have caused this

Assignment to be signed and executed by the undersigned officers thereunto duly authorized

this 16th day of December, 2003.


Williamson Publishing Company, Inc. (Assignor)

By: \_\_\_\_\_

Name: Harold Jack Williamson

Title: President

Guideposts a Church Corporation (Assignee)

By:  \_\_\_\_\_

Name: David Teitler

Title: Chief Financial Officer

STATE OF VERMONT        )  
                                  ) SS.:  
COUNTY OF                )

On the \_\_\_\_\_ day of December 2003 before me, the undersigned, personally appeared Harold Jack Williamson, the President of Williamson Publishing Company, Inc, personally known to me or proved to me on the basis of satisfactory evidence to be the party executing the within instrument on behalf of said corporation and who acknowledged said instrument so executed to be the act of said corporation.

\_\_\_\_\_  
Notary Public

STATE OF NEW YORK        )  
                                  ) SS.:  
COUNTY OF PUTNAM        )

On the 22<sup>nd</sup> day of December, 2003 before me, the undersigned, personally appeared David Teitler, the Chief Financial Officer of Guideposts a Church Corporation personally known to me or proved to me on the basis of satisfactory evidence to be the party executing the within instrument on behalf of said corporation and who acknowledged said instrument so executed to be the act of said corporation.

  
\_\_\_\_\_  
Notary Public

JULIE A. MEGGENHOFEN  
NOTARY PUBLIC, State of New York  
No. 01ME5089140  
Qualified in Dutchess County  
Commission Expires 12-08-2005

IN TESTIMONY WHEREOF, the Assignor and Assignee have caused this

Assignment to be signed and executed by the undersigned officers thereunto duly authorized

this 16th day of December, 2003.

Williamson Publishing Company, Inc. (Assignor)

By: Harold Jack Williamson

Name: Harold Jack Williamson

Title: President

Guideposts a Church Corporation (Assignee)


By: \_\_\_\_\_

Name: David Teitler

Title: Chief Financial Officer

STATE OF VERMONT        )  
                                  ) SS.:  
COUNTY OF Chittenden )

On the 16<sup>th</sup> day of December 2003 before me, the undersigned, personally appeared Harold Jack Williamson, the President of Williamson Publishing Company, Inc, personally known to me or proved to me on the basis of satisfactory evidence to be the party executing the within instrument on behalf of said corporation and who acknowledged said instrument so executed to be the act of said corporation.

  
\_\_\_\_\_  
Notary Public

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

On the \_\_\_\_\_ day of December, 2003 before me, the undersigned, personally appeared David Teitler, the Chief Financial Officer of Guideposts a Church Corporation personally known to me or proved to me on the basis of satisfactory evidence to be the party executing the within instrument on behalf of said corporation and who acknowledged said instrument so executed to be the act of said corporation.

\_\_\_\_\_  
Notary Public