

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

RECORDATION FORM COVER SHEET TRADEMARKS ONLY

U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

Tab settings

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

1. Name of conveying party(ies):

Great Events Publishing Company, LLC

- Individual(s), Association, General Partnership, Limited Partnership, Corporation-State NY, Other

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

3. Nature of conveyance:

- Assignment, Merger, Security Agreement, Change of Name, Other

Execution Date: 08/31/2004

2. Name and address of receiving party(ies)

Name: School Specialty, Inc.

Internal Address:

Street Address: P.O. Box 1579

City: Appleton State: WI Zip: 54913

- Individual(s) citizenship, Association, General Partnership, Limited Partnership, Corporation-State Wisconsin, 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

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s) 2552013

Additional number(s) attached Yes No

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

Name: Nicholas A. Kees

Internal Address: Godfrey & Kahn, S.C.

Street Address: 780 N. Water Street

City: Milwaukee State: WI Zip: 53202

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 3.41) \$ 40.00

- Enclosed, Authorized to be charged to deposit account

8. Deposit account number:

07-1509

DO NOT USE THIS SPACE

9. Signature.

Nicholas A. Kees Name of Person Signing

Signature

12/21/04 Date

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

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

CH \$40.00 071509 2552013

TRADEMARK ASSIGNMENT

WHEREAS, Great Events Publishing Company, LLC, a corporation of the State of New York having its principal place of business at 135 DuPont Street, P.O. Box 760, Plainview, New York, 11803, ("Assignor") is the owner of the trademarks listed on attached Schedule A (hereinafter the "Trademarks"); and

WHEREAS, School Specialty, Inc., a corporation of the State of Wisconsin, having a mailing address of P.O. Box 1579, Appleton, Wisconsin 54913, ("Assignee"), desires to acquire Assignor's entire right, title and interest in and to the Trademarks worldwide, together with the goodwill of the business symbolized thereby;


WHEREAS, ASSIGNOR has agreed in that certain Asset Purchase Agreement dated August 31, 2004 to assign all of its right, title and interest in, to and under the above identified TRADEMARKS to ASSIGNEE;

NOW THEREFORE, TO ALL WHOM IT MAY CONCERN: Be it known that in consideration of the payment of ASSIGNEE to ASSIGNOR of One Dollar (\$1.00) and other good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR hereby sells, assigns and transfers to ASSIGNEE all of its entire right, title and interest to said TRADEMARKS, together with the goodwill associated therewith.

ASSIGNOR agrees to execute and deliver at the request and expense of the ASSIGNEE, all papers, instruments, and assignments, and to perform any other reasonable acts the ASSIGNEE may require in order to vest all ASSIGNOR's rights, title, and interest in and to the TRADEMARKS to the ASSIGNEE.

IN WITNESS WHEREOF, the undersigned has executed this instrument as of the 31st day of August, 2004.

GREAT EVENTS PUBLISHING COMPANY, LLC

By:  _____
Edward W. Werz
Chairman

Aug 31 04 05:36p

GUIDANCE CHANNEL

516-349-5519

P. 14

STATE OF NEW YORK)
)
 COUNTY OF NASSAU) SS

On this 31st day of August, 2004, personally came before me Edward W. Werz, to me known to be the Chairman of GREAT EVENTS PUBLISHING COMPANY, LLC, and the person who executed the foregoing instrument on behalf of said corporation and acknowledged the same.

[Notarial Seal]

[Handwritten Signature]

 Notary Public, State of New York
 My Commission: 1/29/06

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Darlene Clair
Notary Public, State of New York
No. 01CL5055032
Qualified in Suffolk County + Nassau Co.
Commission Expires 1/29/06

Schedule A

MARK	COUNTRY	REG. NO.	REG. DATE	STATUS
OUR SCHOOL IS SPECIAL... THANKS TO YOU!	US	2,552,013	03/26/2002	Registered