

6/25/04

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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): The Riverside Publishing Company
Individual(s) Association
General Partnership Limited Partnership
Corporation-State - Delaware
Other
Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)
Name: Jist Publishing, Inc.
Internal
Address:
Street Address: 8902 Otis Avenue
City: Indianapolis State: IN Zip: 46216
Individual(s) citizenship
Association
General Partnership
Limited Partnership
Corporation-State Indiana
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: 08/19/2003

4. Application number(s) or registration number(s):
A. Trademark Application No.(s)
B. Trademark Registration No.(s)
2178644, 2176953, 1458087, 2048204, 2173180, 1481475 and 2173174
Additional number(s) attached Yes No

6. Total number of applications and registrations involved: 7

5. Name and address of party to whom correspondence concerning document should be mailed:
Name: Roberts E. Inveiss
Internal Address: Henderson Daily Withrow & DeVoe
Street Address: One Indiana Square, Ste 2600
City: Indianapolis State: IN Zip: 46204

7. Total fee (37 CFR 3.41) \$ 190.00
Enclosed
Authorized to be charged to deposit account
8. Deposit account number: N/A
(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.
Roberts E. Inveiss Signature Date June 22, 2004

Total number of pages including cover sheet, attachments, and document: 7

06/29/2004 NBETACHE 00000050 2178644
01 FC:8521 40.00 OP
02 FC:8522 150.00 OP

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

TRADEMARK REEL: 003000 FRAME: 0229

## ASSIGNMENT OF TRADEMARKS

ASSIGNMENT OF TRADEMARKS dated August 19, 2003, by THE RIVERSIDE PUBLISHING COMPANY, a corporation organized pursuant to the laws of Delaware ("Assignor"), to JIST PUBLISHING, INC., a corporation organized pursuant of the laws of Indiana ("Assignee").

WHEREAS, Assignor and Assignee are parties to an Agreement of Purchase and Sale of Assets dated August 11, 2003 (the "Purchase Agreement") providing, among other things, that Assignor transfer to Assignee certain assets, properties and rights owned by Assignor, on the terms and conditions set forth in the Purchase Agreement; and

WHEREAS, Assignor has adopted and used, and is using the trademarks listed on the attached Schedule 1, and is the owner of the trademarks and trademark registrations listed on the attached Schedule 1;

NOW, THEREFORE, for the sum of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns and transfers to Assignee, its successors and assigns, all of Assignor's right, title and interest in and to (i) the trademarks listed in part (a) of Schedule 1 hereto and the registrations therefor, in the United States Patent and Trademark Office; and (ii) the trademarks listed in part (b) of Schedule 1 attached hereto and, if applicable, the applications therefor pending in the United States Patent and Trademark Office; in each case together with the goodwill of the business symbolized by each such mark and the right to sue for any and all causes of action that may have accrued to Assignor up to and including the date hereof in connection with any infringement of the said marks.

Assignor agrees to execute such further documents and instruments and take all such actions as Assignee, being advised by counsel, shall reasonably request to secure to Assignee, its successors and assigns the rights herein assigned.

Assignor hereby requests the Commissioner of Patents and Trademarks of the United States of America, or any official of any jurisdiction whose duty it is to issue trademark registrations, to issue the Certificate of Registration for any registration resulting from the trademarks listed on the attached Schedule 1 to the Assignee, its successors or assigns, in accordance with the terms of this instrument.

Assignor hereby covenants that it has full right to convey the entire interest herein assigned, and that it has not executed, and will not execute, any agreements inconsistent herewith.

IN WITNESS WHEREOF, Assignor has caused this instrument to be executed under seal as of the date first above written.

THE RIVERSIDE PUBLISHING COMPANY

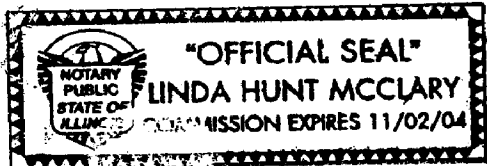
By: *John Laramy*  
Name: John Laramy  
Title: President

STATE OF ILLINOIS )

.SS

COUNTY OF DUPAGE)

On the 19<sup>th</sup> day of August 2003, before me personally came JOHN LARAMY known to me to be the President of The Riverside Publishing Company, who executed the above instrument on behalf of the said corporation and acknowledged to me that the said corporation executed the same.



*Linda Hunt McClary*  
Notary Public

Schedule 1

(a) Registered Trademarks  
(trademark list to be provided by Seller)

(b) Common Law Trademarks  
(trademark list to be provided by Seller)

# Schedule 1

## (a) Registered Trademarks

<u>Mark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>	<u>Cl.</u>	<u>Goods/Services</u>
CAREER ADVENTURES	2,178,644	8/4/1998	016	Educational workbook for children in the area of careers and occupations
CAREER CARAVAN	2,176,953	7/28/1998	016	Educational workbook for children in the area of careers and occupations
CAREER FINDER	1,458,087	9/22/1987	009	Computer programs used to identify and match college, career and occupational preferences
CAREER-O-ROM-A	2,048,204	3/25/1997	009	Computer software; namely prerecorded programs used to identify and match college, career & occupational preferences
COLLEGE NEXT!	2,173,180	7/14/1998	016	Workbooks for high school students in the area of college admissions planning
MISCELLANEOUS DESIGN (Detective Head Logo)	1,481,475	3/22/1988	009	Pre-recorded computer programs used to identify and match college, career & occupational preferences
PEOPLE AT WORK	2,173,174	7/14/1998	016	Books, namely, a children's guide to careers and occupations

**(b) Common Law Trademarks**

**COLLEGE NEXT!**

**NEXT GENERATION CAREER SERIES**

**WHAT NEXT?**