

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
MathConx, LLC		12/29/2004	CORPORATION: CONNECTICUT
RECEIVING PARTY DATA			
Name:	The Herff Jones Company of Indiana, Inc.		
Street Address:	4625 West 62nd Street		
City:	Indianapolis		
State/Country:	INDIANA		
Postal Code:	46268		
Entity Type:	CORPORATION: INDIANA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2169261	MATH CONNECTIONS	
Registration Number:	2169260	MATH CONNECTIONS	
CORRESPONDENCE DATA			
Fax Number:	(317)231-7433		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	3172311313		
Email:	jgard@btlaw.com		
Correspondent Name:	Julia Spoor Gard		
Address Line 1:	11 South Meridian Street		
Address Line 4:	Indianapolis, INDIANA 46204		
NAME OF SUBMITTER:	Julia Spoor Gard		
Signature:	/jsg/		
Date:	02/04/2005		

Total Attachments: 1

**TRADEMARK
 REEL: 003022 FRAME: 0571**

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