



**TRADEMARK ASSIGNMENT**

WHEREAS, School Specialty, Inc., a corporation of the State of Wisconsin, (Assignor") is the owner of the entire right, title and interest in and to US Trademark Serial Number 78/315,999 (hereinafter the "Trademark") and the goodwill of the business symbolized thereby; and

WHEREAS, Sportime, LLC, a Delaware limited liability company having a place of business at 3155 Northwoods Parkway, Norcross, GA 30071 ("Assignee"), desires to acquire Assignor's entire right, title and interest in and to the Trademark worldwide, and the goodwill of the business symbolized thereby;

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 the full and exclusive right, title and interest to said TRADEMARK, including the goodwill associated therewith.

ASSIGNOR hereby covenants that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this assignment and sale.

SCHOOL SPECIALTY, INC.

By: Karen A. Riching  
Name: Karen A. Riching  
Title: Assistant Secretary  
Date: August 5, 2005

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