

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	MERGER
EFFECTIVE DATE:	06/29/2001

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Doubleday Select, Inc.		06/29/2001	CORPORATION: NEW YORK

RECEIVING PARTY DATA

Name:	Doubleday Direct, Inc.
Street Address:	1540 Broadway
Internal Address:	24th Floor
City:	New York
State/Country:	NEW YORK
Postal Code:	10036
Entity Type:	CORPORATION: NEW YORK

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	2315076	EARLY CHILDHOOD TEACHERS' CLUB

CORRESPONDENCE DATA

Fax Number: (516)490-4284
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 5164904628
 Email: neil.mcteigue@bookspan.com
 Correspondent Name: Bookspan
 Address Line 1: 501 Franklin Avenue
 Address Line 2: Ann: Legal Services Dep't
 Address Line 4: Garden City, NEW YORK 11530

NAME OF SUBMITTER:	Neil McTeigue
Signature:	/neil mcteigue/

CH \$40.00 2315076

Date:

11/03/2005

Total Attachments: 3

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State of Delaware
Office of the Secretary of State

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I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF OWNERSHIP, WHICH MERGES:

"DOUBLEDAY SELECT, INC.", A DELAWARE CORPORATION,

WITH AND INTO "DOUBLEDAY DIRECT, INC." UNDER THE NAME OF "DOUBLEDAY DIRECT, INC.", A CORPORATION ORGANIZED AND EXISTING UNDER THE LAWS OF THE STATE OF NEW YORK, AS RECEIVED AND FILED IN THIS OFFICE THE EIGHTEENTH DAY OF JUNE, A.D. 2001, AT 9 O'CLOCK A.M.

AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF OWNERSHIP IS THE TWENTY-NINTH DAY OF JUNE, A.D. 2001.

A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE NEW CASTLE COUNTY RECORDER OF DEEDS.



Harriet Smith Windsor
Harriet Smith Windsor, Secretary of State

3404612 8100M

AUTHENTICATION: 1199067

010290916

DATE: 06-20-01

TRADEMARK
REEL: 003187 FRAME: 0239

CERTIFICATE OF OWNERSHIP AND MERGER

OF

DOUBLEDAY SELECT, INC.
(a Delaware corporation)

INTO

DOUBLEDAY DIRECT, INC.
(a New York corporation)

It is hereby certified that:

1. Doubleday Direct, Inc. (hereinafter sometimes referred to as the "Corporation") is a business corporation of the State of New York.
2. The Corporation is the owner of all of the outstanding shares of common stock of Doubleday Select, Inc., which is a business corporation of the State of Delaware.
3. The laws of the jurisdiction of organization of Doubleday Direct, Inc. permit the merger of a business corporation of that jurisdiction with a business corporation of another jurisdiction.
4. The Corporation hereby merges Doubleday Select, Inc. into the Corporation.
5. The following is a copy of the resolutions adopted on June 14, 2001 by the Board of Directors of the Corporation to merge the said Doubleday Select, Inc. into the Corporation:

RESOLVED, that Doubleday Select, Inc. be merged into this Corporation, and that all of the estate, property, rights, privileges, powers, and franchises of Doubleday Select, Inc. be vested in and held and enjoyed by this Corporation as fully and entirely and without change or diminution as the same were before held and enjoyed by Doubleday Select, Inc. in its name;

RESOLVED FURTHER, that this Corporation assume all of the obligations of Doubleday Select, Inc;

RESOLVED FURTHER, that this Corporation does hereby agree that it may be served with process in the State of

DE BC D-CERTIFICATE OF OWNERSHIP AND MERGER S>P D>F 07/98-1 (#454)

Delaware in any proceeding for enforcement of any obligation of Doubleday Select, Inc., as well as for enforcement of any obligation of this Corporation arising from the merger herein provided for; does hereby irrevocably appoint the Secretary of State of the State of Delaware as its agent to accept service of process in any such proceeding; and does hereby specify the following address without the State of Delaware to which a copy of such process shall be mailed by the Secretary of State of the State of Delaware:

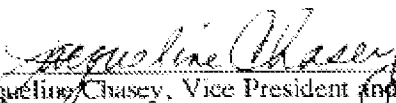
Jacqueline Chasey, Esq.
c/o Bertelsmann, Inc.
1540 Broadway, 24th Floor
New York, NY 10036

RESOLVED FURTHER, that this Corporation shall cause to be executed and filed and/or recorded the documents prescribed by the laws of the State of Delaware, by the laws of the State of New York, and by the laws of any other appropriate jurisdiction and will cause to be performed all necessary acts within the jurisdiction of organization of Doubleday Select, Inc. and of this Corporation and in any other appropriate jurisdiction.

RESOLVED FURTHER, that the effective time of the Certificate of Ownership and Merger setting forth a copy of these resolutions shall be June 29, 2001, and that, insofar as the General Corporation Law of the State of Delaware shall govern the same, said time shall be the effective merger time.

Executed on June 14, 2001

DOUBLEDAY DIRECT, INC

By: 
Jacqueline Chasey, Vice President and
Secretary

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