

Form PTO-1594 (Rev. 03/05)
OMB Collection 0651-0027 (exp. 6/30/2005)

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

RECORDATION FORM COVER SHEET TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies):

Sheryl Holt

- Individual(s) Association
- General Partnership Limited Partnership
- Corporation- State: _____
- Other _____

Citizenship (see guidelines) USA

Additional names of conveying parties attached? Yes No

3. Nature of conveyance)/Execution Date(s) :

Execution Date(s) July 6, 2005

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

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name: Penton Overseas, Inc.

Internal

Address: _____

Street Address: 2470 Impala Drive

City: Carlsbad

State: CA

Country: USA Zip: 92008

- Association Citizenship _____
- General Partnership Citizenship _____
- Limited Partnership Citizenship _____
- Corporation Citizenship California
- Other _____ Citizenship _____

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)

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No. (s)

B. Trademark Registration No. (s)

2,270,011

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

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

Name: Morland C. Fischer

Internal Address: Suite 1050

Street Address: 2030 Main Street

City: Irvine

State: CA Zip: 92614

Phone Number: (949) 476-0800

Fax Number: (949) 476-0808

Email Address: morlandf@earthlink.net

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 40

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed

8. Payment Information:

a. Credit Card Last 4 Numbers _____
Expiration Date _____

b. Deposit Account Number 08-1310

Authorized User Name Morland C. Fischer

9. Signature:

Morland C. Fischer
Signature

July 14, 2005

Date

Morland C. Fischer

Name of Person Signing

Total number of pages including cover sheet, attachments, and document: 2

Documents to be recorded (including cover sheet) should be faxed to (703) 306-5995, or mailed to: Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

CH \$40.00 081310 2270011

RightFax

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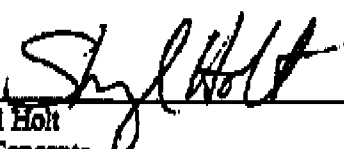
Assignment of Trademark Registration

Sherly Holt, an individual, doing business as Holt Concepts and residing at 5574 Blazing Star, Frisco, Texas 75034 (hereinafter "Assignor"), has adopted, used and in using the trademark TEACH YOUR BABY (hereinafter referred to as "Trademark") for goods in International Class 9 identified in Trademark Registration No. 2,270,011 registered by the United States Patent and Trademark Office on August 10, 1999 (hereinafter "Registration").

Penton Overseas, Inc., a corporation existing under the laws of the State of California and having a principal office at 2470 Impala Drive, Carlsbad, California 92008-7226 (hereinafter "Assignee") is desirous of acquiring said Trademark and said Registration therefor.

Now, therefore, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign unto Assignee all right, title, and interest in and to the Trademark, together with the good will of the business symbolized by said Trademark, and said Registration therefor.

IN TESTIMONY WHEREOF, the Assignor hereby executes this agreement this 6th day of July, 2005.



Sheryl Holt
Holt Concepts