

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
AlphaSmart, Inc.		12/31/2005	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Renaissance Learning, Inc.		
<b>Street Address:</b>	P.O. Box 8036		
<b>City:</b>	Wisconsin Rapids		
<b>State/Country:</b>	WISCONSIN		
<b>Postal Code:</b>	54495-8036		
<b>Entity Type:</b>	CORPORATION: WISCONSIN		
<b>PROPERTY NUMBERS Total: 5</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2586435	ALPHAHUB	
Registration Number:	2753431	ALPHAQUIZ	
Registration Number:	1820498	ALPHASMART	
Registration Number:	2633459	SMARTAPPLET	
Registration Number:	2558868	TURBOTRANSFER	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(612)332-9081		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	612.336.4602		
<b>Email:</b>	kvoss@merchant-gould.com		
<b>Correspondent Name:</b>	Andrew S. Ehard		
<b>Address Line 1:</b>	P.O. Box 2910		
<b>Address Line 4:</b>	Minneapolis, MINNESOTA 55402-0910		
<b>ATTORNEY DOCKET NUMBER:</b>	13674		

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NAME OF SUBMITTER:	Andrew S. Ehard
Signature:	/Andrew S. Ehard/
Date:	04/06/2006
<b>Total Attachments: 3</b> source=ren learn - alphasmart assignment#page1.tif source=ren learn - alphasmart assignment#page2.tif source=ren learn - alphasmart assignment#page3.tif	

**TRADEMARK ASSIGNMENT**

WHEREAS, AlphaSmart, Inc. (hereinafter "Assignor"), a Delaware corporation having a principal place of business at 973 University Avenue, Los Gatos, California 95032, United States of America, is the record owner of the trademark application and registrations referenced on the attached "Schedule A";

WHEREAS, Renaissance Learning, Inc. (hereinafter "Assignee"), a Wisconsin corporation having a principal place of business at 2911 Peach Street, Wisconsin Rapids, Wisconsin 54494, United States of America is desirous of acquiring all right, title and interest in and to said applications and registrations;

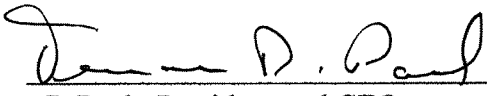
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, said assignor has sold, assigned and transferred, and by these presents does hereby sell, assign and transfer unto the said assignee, its successors or assigns, the entire right, title and interest to said trademarks and said trademark applications and registrations, together with the goodwill and other incidents of its business associated with or symbolized by said trademarks.

**ALPHASMART, INC.**

Date: Effective December 31, 2005

By: \_\_\_\_\_  
Ketan D. Kothari, CEO

**RENAISSANCE LEARNING, INC.**

By:   
Terrance D Paul, President and CEO

**TRADEMARK ASSIGNMENT**

WHEREAS, AlphaSmart, Inc. (hereinafter "Assignor"), a Delaware corporation having a principal place of business at 973 University Avenue, Los Gatos, California 95032, United States of America, is the record owner of the trademark application and registrations referenced on the attached "Schedule A";

WHEREAS, Renaissance Learning, Inc. (hereinafter "Assignee"), a Wisconsin corporation having a principal place of business at 2911 Peach Street, Wisconsin Rapids, Wisconsin 54494, United States of America is desirous of acquiring all right, title and interest in and to said applications and registrations;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, said assignor has sold, assigned and transferred, and by these presents does hereby sell, assign and transfer unto the said assignee, its successors or assigns, the entire right, title and interest to said trademarks and said trademark applications and registrations, together with the goodwill and other incidents of its business associated with or symbolized by said trademarks.

**ALPHASMART, INC.**

Date: Effective December 31, 2005

By: Ketan D. Kothari  
Ketan D. Kothari, CEO

**RENAISSANCE LEARNING, INC.**

By: \_\_\_\_\_  
Terrance D Paul, President and CEO

**SCHEDULE A**

Mark	Country	Application No.	Registration No.	M&G No.
ALPHAUPDATER	European Community	001424829	001424829	13674.447ET01
ALPHASMART	European Community	000421396	000421396	13674.437ET01
ALPHATEST	European Community	001522051	001522051	13674.438ET01
ALPHAWORD	European Community	001424845	001424845	13674.441ET01
TURBOTRANSFER	European Community	001424860	001424860	13674.440ET01
TURBOTRANSFER	Canada	1032748	TMA551302	13674.440CA01
ALPHASMART	Canada	746869	440357	13674.437CA01
SMARTAPPLET	Canada	1047371	TMA559913	13674.439CA01
ALPHASMART	Mexico	297754	588198	13674.437MX01
ALPHASMART	New Zealand	274784	274784	13674.437NZ01
ALPHASMART	Australia	730904	730904	13674.437AU01
ALPHASMART	Brazil	819954977	819954977	13674.437BR01
ALPHASMART	Chile	391.470	508.045	13674.437CL01
TURBOTRANSFER	United States	76307691	25588638	13674.440US01
SMARTAPPLET	United States	75888248	2633459	13674.439US01
ALPHASMART	United States	74290351	1820498	13674.437US01
ALPHAQUIZ	United States	75793418	2753431	13674.436US01
ALPHAHUB	United States	76130253	2586435	13674.435US01