

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	Conversion

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Best-Rite Chalkboard Company		03/29/2006	CORPORATION: TEXAS

RECEIVING PARTY DATA

Name:	MooreCo, L.P.
Street Address:	2885 Lorraine Avenue
City:	Temple
State/Country:	TEXAS
Postal Code:	76501
Entity Type:	LIMITED PARTNERSHIP: TEXAS

PROPERTY NUMBERS Total: 30

Property Type	Number	Word Mark
Serial Number:	78757933	ACROSS THE BOARD
Serial Number:	78803386	BEST IN CLASS
Serial Number:	78768678	BR
Serial Number:	78837916	TRANSFORMER
Serial Number:	78823974	MARK-RITE
Serial Number:	78837941	RITE-ON
Serial Number:	78869952	EURO
Registration Number:	1981947	BEST-RITE
Registration Number:	2018622	BR
Registration Number:	2312543	THE BOARD OF DIRECTORS
Registration Number:	3056919	THE BOARD OF EDUCATION
Registration Number:	3052715	DURA-RITE
Registration Number:	3052730	DURA-SAFE
Registration Number:	3041683	PALE-RITER

OP \$765.00 78757933

Registration Number:	3034026	NEW-RITE
Registration Number:	3138527	THE ROLE MODEL
Registration Number:	2943487	TWO-PNEU
Registration Number:	2926231	SMART ONE
Registration Number:	1611265	BALT
Registration Number:	2432390	ALTERNATIVE KEYBOARD
Registration Number:	2503243	ALTERNATIVE KEYBOARD
Registration Number:	2967898	SPEAK EASY
Registration Number:	2914937	TRUE ADJUST
Registration Number:	3021584	INCLINATION
Registration Number:	3089730	BEST-RITE
Registration Number:	2292358	BEST-BITE
Registration Number:	2510836	WHEASEL
Registration Number:	2423761	CHAIRMAN OF THE BOARDS
Registration Number:	2257903	PROJECTION PLUS
Registration Number:	2200763	IT'S A BETTER BOARD

CORRESPONDENCE DATA

Fax Number: (703)683-8396
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 703-548-6284
Email: lsantucci@nathlaw.com
Correspondent Name: Gary M. Nath
Address Line 1: 112 S. West Street
Address Line 4: Alexandria, VIRGINIA 22314

ATTORNEY DOCKET NUMBER:	61431
NAME OF SUBMITTER:	Gary M. Nath/HDS
Signature:	/H David Starr for Gary M. Nath/
Date:	09/22/2006

Total Attachments: 3
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Office of the Secretary of State

CERTIFICATE OF CONVERSION

The undersigned, as Secretary of State of Texas, hereby certifies that a filing instrument for

BEST-RITE CHALKBOARD COMPANY
File Number: 29122800

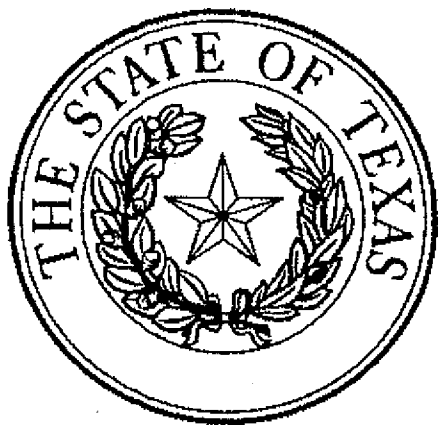
Converting it to

MooreCo, L.P.
File Number: 800634986

has been received in this office and has been found to conform to law. ACCORDINGLY, the undersigned, as Secretary of State, and by virtue of the authority vested in the secretary by law, hereby issues this certificate evidencing the acceptance and filing of the conversion on the date shown below.

Dated: 03/30/2006

Effective: 03/30/2006



A handwritten signature in black ink that reads "Roger Williams".

Roger Williams
Secretary of State

ARTICLES OF CONVERSION
for conversion of
BEST-RITE CHALKBOARD COMPANY
(a Texas corporation)
into
MOORECO, L.P.
(a Texas limited partnership)

FILED
In the Office of the
Secretary of State of Texas
MAR 30 2006
Corporations Section

Pursuant to Section 10.101 through 10.107 of the Texas Business Organizations Code, **Best-Rite Chalkboard Company** is converting to **MooreCo, L.P.**, and executes these Articles of Conversion, certifying the following:

ARTICLE I
IDENTIFICATION OF PARTIES

- 1.1 **Converting Entity.** The converting Entity, Best-rite Chalkboard Company ("Converting Entity"), is a corporation formed under the laws of the State of Texas, and will be continuing its existence in the organizational form of the Converted Entity.
- 1.2 **Converted Entity.** The converted entity, MooreCo, L.P. ("Converted Entity"), will be a limited partnership formed under the laws of the State of Texas. MooreCo, L.P. will be responsible for the payment of all applicable filing fees and all franchise taxes of the Converting Entity and the Converted Entity.

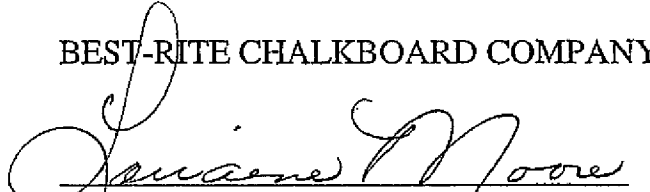
ARTICLE II
PLAN OF CONVERSION

- 2.1 **Plan of Conversion Approved.** A Plan of Conversion was approved all of the shareholders and all of the directors of the Converting Entity on March 29, 2006. The Converting Entity has 745.56 shares of common stock (the only class of stock) issued and outstanding, and the shareholders of 745.56 shares approved such Plan of Conversion.
- 2.2 **Location of Plan of Conversion.** An executed copy of the Plan of Conversion is on file at 2885 Lorraine Avenue, Temple, Texas 76501, the principal office of the Converting Entity. After the effective date of conversion, an executed copy of the Plan of Conversion will be on file at 2885 Lorraine Avenue, Temple, Texas 76501, the principal office of the Converted Entity.
- 2.3 **Furnishing Plan of Conversion.** An executed copy of the Plan of Conversion has been furnished by the Converting Entity (prior to conversion) to shareholders of the Converting Entity and to the partners of the Converted Entity free of charge.

2.4 **Approval of Plan of Conversion.** The Plan of Conversion was approved by all of the shareholders and directors of the Converting Entity in accordance with the Bylaws of the Converting Entity, all constituent documents, and the Texas Business Corporation Act. There are 745.56 shares of common stock of the Converting Entity (being the only class of stock of the Converting Entity) outstanding and 745.56 shares voted for such Plan of Conversion.

Executed on this 29 day of March, 2006.

BEST-RITE CHALKBOARD COMPANY


By: Lorraine H. Moore, Chairman & CEO