

**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 |

**CONVEYING PARTY DATA**

| Name   | Formerly | Execution Date | Entity Type  |
|--|----------|----------------|--------------|
| Rainbow Studies, Inc. d/b/a<br>Rainbow Studies International |          | 12/27/2006     | CORPORATION: |

**RECEIVING PARTY DATA**

|                        |                               |
|------------------------|-------------------------------|
| <b>Name:</b>           | Standard Publishing Group LLC |
| <b>Street Address:</b> | 8121 Hamilton Avenue          |
| <b>City:</b>           | Cincinnati                    |
| <b>State/Country:</b>  | OHIO                          |
| <b>Postal Code:</b>    | 45231                         |
| <b>Entity Type:</b>    | LIMITED LIABILITY COMPANY:    |

**PROPERTY NUMBERS Total: 6**

| Property Type        | Number  | Word Mark           |
|----------------------|---------|---------------------|
| Registration Number: | 2307543 | RAINBOWSOFT         |
| Registration Number: | 1797766 | BOLD LETTER         |
| Registration Number: | 1883560 | BOLD LINE           |
| Registration Number: | 1614815 | RAINBOW STUDY BIBLE |
| Registration Number: | 2107442 |                     |
| Registration Number: | 1960488 | ME TOO!             |

**CORRESPONDENCE DATA**

**Fax Number:** (212)754-0330  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
**Phone:** (212) 907-7381  
**Email:** rsilverman@golenbock.com  
**Correspondent Name:** Robin E. Silverman  
**Address Line 1:** 437 Madison Avenue  
**Address Line 4:** New York, NEW YORK 10022

OP \$165.00 2307543

|   |                      |
|---|----------------------|
| NAME OF SUBMITTER:  | Robin E. Silverman   |
| Signature:  | /Robin E. Silverman/ |
| Date:   | 12/29/2006           |
| <b>Total Attachments: 4</b><br>source=RSI Assignment of Marks and Trade Names#page1.tif<br>source=RSI Assignment of Marks and Trade Names#page2.tif<br>source=RSI Assignment of Marks and Trade Names#page3.tif<br>source=RSI Assignment of Marks and Trade Names#page4.tif |                      |

ASSIGNMENT OF TRADEMARKS, SERVICE MARKS AND TRADE NAMES

Rainbow Studies, Inc. d/b/a Rainbow Studies International, an Oklahoma corporation with offices at 213 E. Russell, El Reno, Oklahoma 73036 ("*Assignor*"), for good and valuable consideration, receipt of which is hereby acknowledged, by these presents does hereby irrevocably assign, transfer and convey, free from all restrictions and limitations, unto Standard Publishing Group LLC, a Delaware limited liability company ("*Assignee*"), its successors and assigns, the entire right, title and interest, in perpetuity, throughout the universe in and to all of its trademarks, service marks and trade names, together with all goodwill attendant thereto and/or symbolized by such trademarks, service marks and trade names, including but not limited to those trademarks, service marks and trade names as listed on Schedule A annexed hereto, together with any and all renewals and extensions thereof, along with any and all claims for past infringement, and the right to initiate suit and obtain damages and other forms of relief, both legal and equitable, arising from infringement, misappropriation or other violation whether prior to or subsequent to the date hereof, of any of such trademarks, service marks and trade names, or of any proprietary or other rights in any or all such trademarks, service marks and trade names (the "*Trademarks*").

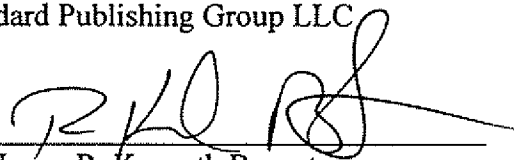
TO HAVE AND TO HOLD the aforementioned properties, assets and rights unto Assignee, its successors and assigns, to and for its use forever.

Assignor shall promptly, upon the request of Assignee, prepare and execute such other documents and/or instruments of assignment, transfer and conveyance as Assignee may reasonably request to permit Assignee to record the assignment made by this instrument or any other documents Assignee may reasonably deem necessary or advisable to effectuate the terms and intent of this Assignment. Without limiting the foregoing, Assignor hereby irrevocably appoints Assignee and each of Assignee's officers signing singly as attorney-in-fact with full power (and coupled with an interest), with full power of substitution, to be Assignor's true and lawful attorney, in Assignor's name, place and stead, to execute, acknowledge, swear to and file all documents (including but not limited to any instrument of assignment, transfer and/or conveyance) and to take all actions which Assignee deems necessary, appropriate or desirable to effectuate the parties' intent under this Assignment.

[SIGNATURES ON FOLLOWING PAGES]



Standard Publishing Group LLC

By:   
Name: R. Kenneth Bryant  
Title: Vice President

A C K N O W L E D G E M E N T

State of New York     )  
County of New York     ) ss:

On the 20<sup>th</sup> day of December in the year 2006 before me, the undersigned, personally appeared R. Kenneth Bryant personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her capacity, and that by his/her signature on the instrument, the individual, or the person upon behalf of which the individual acted, executed the instrument.

  
Notary Public

BEN HIRSCHLER  
Notary Public, State of New York  
No. 01HI6141419  
Qualified in Bronx County  
Commission Expires February 21, 2010

**RAINBOW STUDIES TRADEMARK  
SCHEDULE A**

| <u>Trademark</u>                      | <u>Registration No.</u> | <u>Serial Number</u> |
|---------------------------------------|-------------------------|----------------------|
| <u>RAINBOWSOFT</u><br>REGISTERED      | R2307543                | 75-604986            |
| <u>BOLD LETTER</u><br>RENEWED         | R1797766                | 74-271740            |
| <u>BOLD LINE</u><br>RENEWED           | R1883560                | 74-506724            |
| <u>RAINBOW STUDY BIBLE</u><br>RENEWED | R1614815                | 73-756453            |
| <u>**DESIGN ONLY **</u><br>REGISTERED | R2107442                | 75-218553            |
| <u>ME TOO!</u><br>REGISTERED          | R1960488                | 74-675940            |

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