

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	03/29/2007

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Pearson Education, Inc.		04/05/2007	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Penguin Group (USA) Inc.
Street Address:	375 Hudson Street
City:	New York
State/Country:	NEW YORK
Postal Code:	10014-3657
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 3

Property Type	Number	Word Mark
Registration Number:	1486085	BRADY
Registration Number:	2428484	BRADYGAMES
Registration Number:	2530643	TAKE YOUR GAME FURTHER

CORRESPONDENCE DATA

Fax Number: (212)370-1819
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 212-661-1400
 Email: rkadden@vonmaltitz.com
 Correspondent Name: Ronald S. Kadden
 Address Line 1: 60 East 42nd Street
 Address Line 2: Suite 4410
 Address Line 4: New York, NEW YORK 10165

ATTORNEY DOCKET NUMBER:	3301 BRADYGAMES REGS
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NAME OF SUBMITTER:	Ronald S. Kadden
Signature:	/Ronald S. Kadden/
Date:	04/13/2007
Total Attachments: 4 source=BradygamesAssignment#page1.tif source=BradygamesAssignment#page2.tif source=BradygamesAssignment#page3.tif source=BradygamesAssignment#page4.tif	

CONFIRMATORY ASSIGNMENT

WHEREAS, on March 29, 2007, PEARSON EDUCATION, INC., a corporation of Delaware, located and doing business at One Lake Street, Upper Saddle River, New Jersey 07458 (hereinafter "Assignor") was the owner in the United States and elsewhere of the trademarks BRADY, BRADYGAMES, and TAKE YOUR GAME FURTHER, the registrations of those marks listed in attached Schedule A, and the "B" design mark shown in attached Schedule B, (hereinafter "the Assigned Marks and Registrations"); and

WHEREAS, on March 29, 2007, Assignor assigned all its rights, title and interest in and to the Assigned Marks and Registrations to PENGUIN GROUP (USA) INC., a corporation of Delaware, located and doing business at 375 Hudson Street, New York, New York 10014 (hereinafter "Assignee"); and

WHEREAS, Assignee is the successor to that portion of Assignor's ongoing and existing business to which the Assigned Marks and Registrations pertain; and

WHEREAS, the parties desire to confirm the granting of said assignment and to set forth its terms;


NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby confirm said assignment and does hereby assign to Assignee, as of

March 29, 2007, all of Assignor's rights, title and interest in and to the Assigned Marks and Registrations, together with the good will of the business connected with the use of and symbolized by the Assigned Marks and Registrations and all of Assignor's rights to damages or profits, due or accrued, arising out of past infringement of the Assigned Mark and Registrations or injury to said good will, and the right to sue for and recover the same in the Assignee's own name.

IN WITNESS WHEREOF, this assignment has been executed this 5th day of April, 2007.


PEARSON EDUCATION, INC. (Assignor)

By


Name: Harriet J. Goldberg
Title: Vice President and Assistant Secretary

ACCEPTED:

Penguin Group (USA) Inc. (Assignee)


Alex Gigante
Sr. V.P. for Legal Affairs
& Corporate Counsel

4/10/07
Date

SCHEDULE A

Trademark	Country	Reg No	Reg Date
BRADY	United States	1486085	4/26/1988
BRADYGAMES	United States	2428484	2/13/2001
TAKE YOUR GAME FURTHER	United States	2530643	1/15/2002
BRADY	South Korea	222090	9/26/1991
BRADYGAMES	European Community	1848662	11/5/2001
BRADY	China	1286292	6/21/1999
BRADY	China	1272973	5/14/1999
BRADYGAMES	Canada	TMA564141	6/28/2002

SCHEDULE B

