

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	09/29/2005

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Pleasant Rowland Education Programs, Inc.		09/19/2007	CORPORATION: WISCONSIN

RECEIVING PARTY DATA

Name:	Rowland Reading Foundation, Inc.
Street Address:	1 S. Pinckney
Internal Address:	Suite 324
City:	Madison
State/Country:	WISCONSIN
Postal Code:	53703
Entity Type:	CORPORATION: WISCONSIN

PROPERTY NUMBERS Total: 2

Property Type	Number	Word Mark
Registration Number:	3254744	SUPERKIDS
Serial Number:	78797692	SUPERKIDS

CORRESPONDENCE DATA

Fax Number: (212)593-5955
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 212-756-2132
 Email: scott.kareff@srz.com
 Correspondent Name: Scott Kareff, Esq.
 Address Line 1: 919 Third Avenue
 Address Line 2: 19th Floor
 Address Line 4: New York, NEW YORK 10022

ATTORNEY DOCKET NUMBER:	099993.1481
-------------------------	-------------

CH \$65.00 3254744

NAME OF SUBMITTER:	Scott Kareff, Esq. (099993.1481)
Signature:	/kc for smk/
Date:	09/27/2007
Total Attachments: 3 source=Trademark Nunc Pro Tunc Assignment for Pleasant Rowland Education Programs Inc#page1.tif source=Trademark Nunc Pro Tunc Assignment for Pleasant Rowland Education Programs Inc#page2.tif source=Trademark Nunc Pro Tunc Assignment for Pleasant Rowland Education Programs Inc#page3.tif	

**TRADEMARK ASSIGNMENT
(Nunc Pro Tunc)**

WHEREAS PLEASANT ROWLAND EDUCATION PROGRAMS, INC., a corporation duly organized and existing under the laws of the State of Wisconsin ("Assignor"), owns all right, title and interest in and to the trademarks, and any applications and registrations therefor, as set forth in the attached Schedule A, and all common law rights to such trademarks and all of the goodwill of the business or portion of the business symbolized thereby and associated therewith (collectively, the "Trademarks"); and

WHEREAS ROWLAND READING FOUNDATION, INC., a corporation duly organized and existing under the laws of the State of Wisconsin ("Assignee"), wishes to acquire all of Assignor's right, title and interest in and to the Trademarks together with the goodwill of the business symbolized thereby and the entire business and/or portion thereof to which the Trademarks pertain, and Assignor wishes to assign same to Assignee.

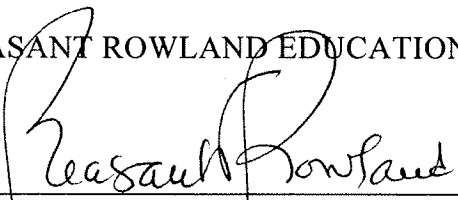
NOW THEREFORE, on or about the 19th day of September, 2007, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns, sells and transfers unto Assignee, nunc pro tunc effective as of September 29, 2005, its entire right, title and interest throughout the world in perpetuity in and to the Trademarks, including common law rights, together with the goodwill of the business symbolized thereby and the entire business and/or portion thereof to which the Trademarks pertain, and the right to sue and recover for all past, present and future infringements and other violations of the Trademarks, the same to be held and enjoyed by Assignee, its successors and assigns to the same extent that such would have been held and enjoyed by Assignor had this assignment not been made. Assignor hereby covenants and agrees to provide any further necessary documentation and do all further acts reasonably requested by Assignee in this regard to confirm and perfect title in and to the Trademarks in Assignee, its successors, assigns, or other legal representatives.

[remainder of page is intentionally left blank]

IN WITNESS WHEREOF, Assignor has executed this Trademark Assignment nunc pro tunc effective as of the 29th day of September 2005.

ASSIGNOR:


PLEASANT ROWLAND EDUCATION PROGRAMS, INC.



Name: Pleasant Rowland
Title: President

ASSIGNEE:

ROWLAND READING FOUNDATION, INC.



Name: Barbara Johnson
Title: President

SCHEDULE A

U.S. TRADEMARKS
Registrations and Applications

TRADEMARK (GOODS)	REGISTRATION NUMBER (SERIAL NUMBER)
SUPERKIDS (Educational materials in the form of books, workbooks, charts, teacher's guides and assessment materials and other printed teaching aids intended to teach pre-K, kindergarten and primary grade children reading and language arts)	3,254,744
SUPERKIDS (Plush toys) (abandoned)	(78/526,458)
SUPERKIDS (Toys, namely bendable figures to use for oral language and vocabulary development)	(78/797,692)

Common Law Marks

THE SUPERKIDS
CASS
OSWALD
GOLLY
ALF
DOC
SAL
LILY
ICKY
TIC
TAC
TOC
FRITS
ETTA BETTA
HOT ROD
SUPERKIDS CLUB
ADVENTURES OF THE SUPERKIDS
MORE ADVENTURES OF THE SUPERKIDS
NITTY GRITTY
RATHER PRETTY CITY
DICTOPEDIA
ABRACADATLAS
POINT
QUESTIONARY
HAPPILY EVER AFTER
ZYPLS
SUPER SECRET READER