

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
HOP, LLC		10/04/2007	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	Smarterville Productions LLC
Street Address:	1407 Fleet Street
City:	Baltimore
State/Country:	MARYLAND
Postal Code:	21231
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 39

Property Type	Number	Word Mark
Serial Number:	78812849	HOOKED ON SHAPES
Serial Number:	78711194	HOOKED ON HOMEWORK HELP
Serial Number:	78711190	HOOKED ON HOMEWORK
Serial Number:	78972870	THE SURE THING FOR KINDERGARTEN SUCCESS!
Serial Number:	78972861	THE SURE THING FOR PRE-K SUCCESS!
Serial Number:	78972858	THE SURE THING FOR MATH SUCCESS!
Serial Number:	78972855	THE SURE THING FOR READING SUCCESS!
Serial Number:	78771018	HOOKED ON SCIENCE
Serial Number:	78771017	HOOKED ON SPANISH
Serial Number:	78771014	HOOKED ON ENGLISH
Serial Number:	78771009	HOOKED ON WRITING
Serial Number:	78771007	HOOKED ON HANDWRITING
Serial Number:	78812856	HOOKED ON NUMBERS
Serial Number:	78812851	HOOKED ON COLORS

CH \$990.00 78812849

Serial Number:	78977615	HOOKED ON
Serial Number:	78682062	HOOKED ON LEARNING
Serial Number:	78974786	HOOKED ON BABY
Serial Number:	78771020	BOOK IN A CAN
Serial Number:	78711289	HOOKED ON
Serial Number:	78401658	HOOKED ON READING
Serial Number:	78477352	HOOKED ON BOOKS
Registration Number:	2620893	HOP HOOKED ON PHONICS
Registration Number:	2674241	HOOKED ON SCHOOL SUCCESS
Registration Number:	2591385	HOOKED ON PHONICS
Registration Number:	2629995	HOOKED ON SCHOOL SUCCESS
Registration Number:	2407092	DETECTIVE DOG
Registration Number:	2348348	HOP BOOKS
Registration Number:	2468816	SPACE BINGO
Registration Number:	2468815	MULTIPLICATION STATION
Registration Number:	2421711	
Registration Number:	2419481	HOP BOOKS HOOKED ON PHONICS LIBRARY COLLECTION
Registration Number:	2287035	ABCDEFGH
Registration Number:	2417881	SLAM & DUNK
Registration Number:	2409046	SKIP & SPIN
Registration Number:	2355758	HOOKED ON PHONICS
Registration Number:	2050379	HOOKED ON PHONICS
Registration Number:	1872425	HOOKED ON MATH
Registration Number:	1877587	1-800-ABCDEFGH
Registration Number:	1876555	HOOKED ON PHONICS

CORRESPONDENCE DATA

Fax Number: (703)610-8686
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 703.610.8694
Email: rshapiro@milesstockbridge.com
Correspondent Name: Ronald E. Shapiro
Address Line 1: 1751 Pinnacle Drive
Address Line 2: Suite 500
Address Line 4: McLean, VIRGINIA 22102-3833

ATTORNEY DOCKET NUMBER: 100034-1

NAME OF SUBMITTER:	Ronald E. Shapiro
Signature:	/Ronald E. Shapiro/
Date:	11/13/2007
Total Attachments: 0	

**THIS
PAGE
INTENTIONALLY
LEFT
BLANK**