

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|------------------------------|--|
| SUBMISSION TYPE: | CORRECTIVE ASSIGNMENT |
| NATURE OF CONVEYANCE: | Corrective Assignment to correct the citizenship of Jayjo Books, LLC from Missouri to New York previously recorded on Reel 002996 Frame 0227. Assignor(s) hereby confirms the Assignment of the Entire Interest. |

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|------------------|----------|----------------|-------------------------------------|
| Jayjo Books, LLC | | 08/31/2004 | LIMITED LIABILITY COMPANY: NEW YORK |

RECEIVING PARTY DATA

| | |
|------------------------|------------------------|
| Name: | School Specialty, Inc. |
| Street Address: | P.O. Box 1579 |
| City: | Appleton |
| State/Country: | WISCONSIN |
| Postal Code: | 54913 |
| Entity Type: | CORPORATION: WISCONSIN |

PROPERTY NUMBERS Total: 1

| Property Type | Number | Word Mark |
|----------------|----------|-------------------------|
| Serial Number: | 76028215 | HEALTHY HABITS FOR KIDS |

CORRESPONDENCE DATA

Fax Number: (414)273-5198
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 414-273-3500
 Email: nakees@gklaw.com
 Correspondent Name: Nicholas A. Kees; Godfrey & Kahn, S.C.
 Address Line 1: 780 N. Water Street
 Address Line 4: Milwaukee, WISCONSIN 53202

| | |
|--------------------------------|--------------------|
| ATTORNEY DOCKET NUMBER: | 009316-0657 |
| NAME OF SUBMITTER: | Nicholas A. Kees |
| Signature: | /Nicholas A. Kees/ |

CH \$40.00 76028215

Date:

02/05/2008

Total Attachments: 5

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** TX REPORT **

TRANSMISSION OK

TX/RX NO 3273
CONNECTION TEL 917033065995#4691
SUBADDRESS
CONNECTION ID
ST TIME 12/21 14 27
USAGE T 01'31
PGS SENT 5
RESULT OK

GODFREY & KAHN, S. C.
ATTORNEYS AT LAW
780 NORTH WATER STREET
MILWAUKEE, WI 53202-3590
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PHONE 414-273-3500

FAX: 414-273-5198

FAX COVER SHEET

DATE: December 21, 2004

PAGES (INCLUDING COVER): 5

TO: Assignment Division

FAX: 703-306-5995

4691

COMPANY: Commissioner of Patents & Trademarks

CLIENT NUMBER: 009316-0331

FROM: Nicholas A. Kees

MESSAGE: Dear Sir or Madam

Please find one Assignment document to be recorded at the U S Patent and Trademark Office accompanying this cover sheet. Please acknowledge receipt by return facsimile The Office is authorized to charge deposit account 07-1509 for any fees associated with this transmittal

RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

To the Honorable Commissioner of Patents and Trademarks Please record the attached original documents or copy thereof

1 Name of conveying party(ies)

JayJo Books, LLC

- Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State Missouri
 Other _____

Additional name(s) of conveying party(ies) attached? Yes No

2 Name and address of receiving party(ies)

Name School Specialty, Inc

Internal
Address _____

Street Address P O Box 1579

City Appleton State WI Zip 54913

- Individual(s) citizenship _____
 Association _____
 General Partnership _____
 Limited Partnership _____
 Corporation-State Wisconsin
 Other _____

If assignee is not domiciled in the United States a domestic representative designation is attached Yes No
(Designations must be a separate document from assignment)
Additional name(s) & address(es) attached? Yes No

3 Nature of conveyance

- Assignment Merger
 Security Agreement Change of Name
 Other _____

Execution Date 08/31/2004

4 Application number(s) or registration number(s)

A Trademark Application No (s) _____

B Trademark Registration No (s) see attached
schedule A

Additional number(s) attached Yes No

5 Name and address of party to whom correspondence concerning document should be mailed

Name Nicholas A Kees

Internal Address Godfrey & Kahn, S C

Street Address 780 N Water Street

City Milwaukee State WI Zip 53202

6 Total number of applications and registrations involved

6

7 Total fee (37 CFR 3.41)

\$ 165.00

- Enclosed
 Authorized to be charged to deposit account

8 Deposit account number

07-1509

DO NOT USE THIS SPACE

9 Signature

Nicholas A Kees

Name of Person Signing


Signature

12/21/04
Date

Total number of pages including cover sheet attachments and document

4

Mail documents to be recorded with required cover sheet information to
Commissioner of Patent & Trademarks Box Assignments
Washington D C 20231

TRADEMARK ASSIGNMENT

WHEREAS, JayJo Books, LLC, a corporation of the State of Missouri having its principal place of business at P O Box 213, St Louis, MO 63088-0213, ("Assignor") is the owner of the trademarks listed on attached Schedule A (hereinafter the "Trademarks"), and

WHEREAS, School Specialty, Inc, a corporation of the State of Wisconsin, having a mailing address of P O Box 1579, Appleton, Wisconsin 54913, ("Assignee"), desires to acquire Assignor's entire right, title and interest in and to the Trademarks worldwide, together with the goodwill of the business symbolized thereby;

WHEREAS, ASSIGNOR has agreed in that certain Asset Purchase Agreement dated August 31, 2004 to assign all of its right, title and interest in, to and under the above identified TRADEMARKS to ASSIGNEE,


NOW THEREFORE, TO ALL WHOM IT MAY CONCERN: Be it known that in consideration of the payment of ASSIGNEE to ASSIGNOR of One Dollar (\$1 00) and other good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR hereby sells, assigns and transfers to ASSIGNEE all of its entire right, title and interest to said TRADEMARKS, together with the goodwill associated therewith

ASSIGNOR agrees to execute and deliver at the request and expense of the ASSIGNEE, all papers, instruments, and assignments, and to perform any other reasonable acts the ASSIGNEE may require in order to vest all ASSIGNOR's rights, title, and interest in and to the TRADEMARKS to the ASSIGNEE

IN WITNESS WHEREOF, the undersigned has executed this instrument as of the 31st day of August, 2004

JAYJO BOOKS, LLC

By




Edward W. Werz
Chairman

STATE OF NEW YORK)
)
 COUNTY OF NASSAU) SS

On this 31st day of August, 2004, personally came before me Edward W. Werz, to me known to be the Chairman of JAYJO BOOKS, LLC, and the person who executed the foregoing instrument on behalf of said corporation and acknowledged the same

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[Notarial Seal]


 Notary Public, State of New York
 My Commission: 1/29/06

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Darlene Clair
Notary Public, State of New York
No. 01CL5055032
Qualified In Suffolk County + Nassau Co
Commission Expires 1/29/06

Schedule A

| MARK | COUNTRY | REG. NO. | REG. DATE | STATUS |
|---|----------------|-----------------|------------------|---------------|
| HEALTHY HABITS FOR KIDS | US | 2,497,340 | 10/09/2001 | Registered |
| ASHES | US | 2,579,781 | 06/11/2002 | Registered |
| SUBSTANCE FREE KIDS | US | 2,273,146 | 08/24/1999 | Registered |
|  | US | 2,006,067 | 10/08/1996 | Registered |
| PUBLISHING SPECIAL BOOKS FOR SPECIAL KIDS | US | 2,053,174 | 04/15/1997 | Registered |
| SPECIAL KIDS IN SCHOOL | US | 1,965,208 | 04/02/1996 | Registered |