

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
School Specialty, Inc.		04/21/2008	CORPORATION: WISCONSIN
RECEIVING PARTY DATA			
Name:	Global Video LLC		
Street Address:	W6316 Design Drive		
City:	Greenville		
State/Country:	WISCONSIN		
Postal Code:	54942		
Entity Type:	LIMITED LIABILITY COMPANY: WISCONSIN		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	3143101	CURRICULUM CLIPS	
Registration Number:	3114958	TEACHER'S MEDIA COMPANY	
Registration Number:	3060867	SUNBURST VISUAL MEDIA	
Registration Number:	3056152	SUNBURST VISUAL MEDIA	
Registration Number:	2780870	TEACHER'S SOFTWARE COMPANY	
CORRESPONDENCE DATA			
Fax Number:	(414)273-5198		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	414-273-3500		
Email:	nakees@gklaw.com		
Correspondent Name:	Nicholas A. Kees		
Address Line 1:	780 North Water Street		
Address Line 4:	Milwaukee, WISCONSIN 53202		
ATTORNEY DOCKET NUMBER:	009316-0657		

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NAME OF SUBMITTER:	Nicholas A. Kees
Signature:	/Nicholas A. Kees/
Date:	04/21/2008
Total Attachments: 2 source=SSM SSI to GV US trademark assignments 042108#page1.tif source=SSM SSI to GV US trademark assignments 042108#page2.tif	

TRADEMARK ASSIGNMENT

WHEREAS, School Specialty, Inc., a corporation of the State of Wisconsin, having a mailing address of P.O. Box 1579, Appleton, Wisconsin 54913, ("Assignor") is the owner of the entire right, title and interest in and to the trademarks listed on attached Schedule A (hereinafter the "Trademarks") together with the goodwill of the business symbolized thereby; and

WHEREAS, Global Video LLC, a Wisconsin limited liability company, ("Assignee"), having a place of business at W6316 Design Drive, Greenville, Wisconsin 54942, 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;

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 the full and exclusive right, title and interest to said TRADEMARKS, together with the goodwill associated therewith.

ASSIGNOR hereby covenants that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this assignment and sale. ASSIGNOR agrees to execute and deliver at the request 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


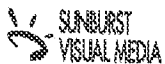
16th day of April, 2008.

SCHOOL SPECIALTY, INC.

By: 

Robert E. Puissant
Executive Vice President
Strategy and Business Development

SCHEDULE A

MARK	REG. NUMBER	REG. DATE
CURRICULUM CLIPS	3,143,101	09/12/2006
TEACHER'S MEDIA COMPANY	3,114,958	07/11/2006
	3,060,867	02/21/2006
	3,056,152	01/31/2006
TEACHER'S SOFTWARE COMPANY	2,780,870	11/04/2003

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