

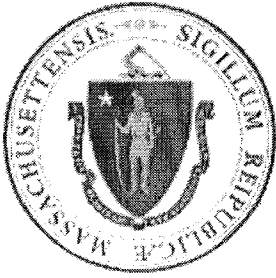
TRADEMARK ASSIGNMENT

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
PTO Today, Inc.		02/07/2008	CORPORATION: MASSACHUSETTS
RECEIVING PARTY DATA			
Name:	School Family Media, Inc.		
Street Address:	100 Stonewall Boulevard, Suite 3		
City:	Wrentham		
State/Country:	MASSACHUSETTS		
Postal Code:	02093		
Entity Type:	CORPORATION: MASSACHUSETTS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2536371	PTOTODAY	
CORRESPONDENCE DATA			
Fax Number:	(508)898-1501		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	kvchelini@modl.com		
Correspondent Name:	Mirick O'Connell DeMallie & Lougee, LLP		
Address Line 1:	1700 West Park Drive		
Address Line 2:	Brian M. Dingman, Esq.		
Address Line 4:	Westborough, MASSACHUSETTS 01581		
ATTORNEY DOCKET NUMBER:	18642-00009		
NAME OF SUBMITTER:	Kathryn V. Chelini		
Signature:	/Kathryn V. Chelini/		
Date:	07/15/2008		

OP \$40.00 2536371

Total Attachments: 2
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source=corporation#page2.tif



**The Commonwealth of Massachusetts
William Francis Galvin**

Secretary of the Commonwealth, Corporations Division
One Ashburton Place, 17th floor
Boston, MA 02108-1512
Telephone: (617) 727-9640

SCHOOL FAMILY MEDIA, INC. Summary Screen

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The exact name of the Domestic Profit Corporation: SCHOOL FAMILY MEDIA, INC.

The name was changed from: PTO TODAY, INC. on 2/7/2008

Entity Type: Domestic Profit Corporation

Identification Number: 000691946

Old Federal Employer Identification Number (Old FEIN): 000000000

Date of Organization in Massachusetts: 02/02/2000

Current Fiscal Month / Day: 12 / 31

Previous Fiscal Month / D:

The location of its principal office in Massachusetts:

No. and Street: 100 STONEWALL BLVD., STE 3

City or Town: WRENTHAM

State: MA

Zip: 02093

Country

If the business entity is organized wholly to do business outside Massachusetts, the location of that off

No. and Street:

City or Town:

State:

Zip:

Country:

Name and address of the Registered Agent:

Name: TIMOTHY B. SULLIVAN

No. and Street: 100 STONEWALL BLVD., STE 3

City or Town: WRENTHAM

State: MA

Zip: 02093

Country

The officers and all of the directors of the corporation:

Title	Individual Name First, Middle, Last, Suffix	Address (no PO Box) Address, City or Town, State, Zip Code	Ex
PRESIDENT	TIMOTHY B. SULLIVAN	151 FAIRWAY DR ATTLEBORO, MA 02703 USA	0
TREASURER	TIMOTHY B. SULLIVAN	151 FAIRWAY DR ATTLEBORO, MA 02703 USA	12

SECRETARY	ELLEN H. SULLIVAN	151 FAIRWAY ATTLEBORO, MA 02703 USA	12
DIRECTOR	JOHN DRISCOLL	40 HIGH ST MEDFIELD, MA 02052 USA	12

business entity stock is publicly traded:

The total number of shares and par value, if any, of each class of stock which the business entity is aut issue:

Class of Stock	Par Value Per Share Enter 0 if no Par	Total Authorized by Articles of Organization or Amendments		Total Is and Outst Num of S
		Num of Shares	Total Par Value	
CNP	\$0.00000	275,000	\$0.00	0
CNP	\$0.00000	200,000	\$0.00	47,95

Consent
 Manufacturer
 Confidential Data
 Does Not Require Annual Rej
 Partnership
 Resident Agent
 For Profit
 Merger Allowed

Select a type of filing from below to view this business entity filings:

- ALL FILINGS
- Administrative Dissolution
- Annual Report
- Application For Revival
- Articles of Amendment

Comments

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