

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 Assignee Name previously recorded on Reel 003836 Frame 0918. Assignor(s) hereby confirms the THE HERFF JONES COMPANY OF INDIANA, INC.. |

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|-------------------|----------|----------------|----------------------|
| HERFF JONES, INC. | | 07/31/2008 | CORPORATION: INDIANA |

RECEIVING PARTY DATA

| | |
|------------------------|--|
| Name: | THE HERFF JONES COMPANY OF INDIANA, INC. |
| Street Address: | 4625 WEST 62ND STREET |
| City: | INDIANAPOLIS |
| State/Country: | INDIANA |
| Postal Code: | 46268 |
| Entity Type: | CORPORATION: INDIANA |

PROPERTY NUMBERS Total: 2

| Property Type | Number | Word Mark |
|----------------|----------|-------------------------------|
| Serial Number: | 77473854 | PROJECT-BASED LIFE SCIENCE |
| Serial Number: | 77473884 | MIDDLE SCHOOL INQUIRY SCIENCE |

CORRESPONDENCE DATA

Fax Number: (317)231-7433
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 317-231-1313
 Email: dwong@btlaw.com
 Correspondent Name: David A.W. Wong
 Address Line 1: 11 South Meridian Street
 Address Line 4: Indianapolis, INDIANA 46204

| | |
|---------------------------|-----------------|
| NAME OF SUBMITTER: | David A.W. Wong |
| Signature: | /dwong/ |
| Date: | 09/16/2008 |

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Total Attachments: 6

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TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

08/18/2008
 900113986

| SUBMISSION TYPE: | NEW ASSIGNMENT | | | | | | | | | | | | | | | | | | | | | | | | | | |
|--|---|-------------------------------|----------------------|---------------|---|----------------|----------------|-------------------|----------------------------|----------------|----------------------|-------------------------------|--------------|--|--|----------------|---------|--|--|--------------|-------|--|--|--------------|----------------------|--|--|
| NATURE OF CONVEYANCE: | NUNC PRO TUNC ASSIGNMENT | | | | | | | | | | | | | | | | | | | | | | | | | | |
| EFFECTIVE DATE: | 05/15/2008 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CONVEYING PARTY DATA | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <table border="1"> <thead> <tr> <th>Name</th> <th>Formerly</th> <th>Execution Date</th> <th>Entity Type</th> </tr> </thead> <tbody> <tr> <td>Herff Jones, Inc.</td> <td></td> <td>07/31/2008</td> <td>CORPORATION: INDIANA</td> </tr> </tbody> </table> | | | | Name | Formerly | Execution Date | Entity Type | Herff Jones, Inc. | | 07/31/2008 | CORPORATION: INDIANA | | | | | | | | | | | | | | | | |
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| <table border="1"> <tr> <td>Name:</td> <td colspan="3">The Heff Jones Company of Indiana, Inc.</td> </tr> <tr> <td>Street Address:</td> <td colspan="3">4625 West 62nd Street</td> </tr> <tr> <td>City:</td> <td colspan="3">Indianapolis</td> </tr> <tr> <td>State/Country:</td> <td colspan="3">INDIANA</td> </tr> <tr> <td>Postal Code:</td> <td colspan="3">46268</td> </tr> <tr> <td>Entity Type:</td> <td colspan="3">CORPORATION: INDIANA</td> </tr> </table> | | | | Name: | The Heff Jones Company of Indiana, Inc. | | | Street Address: | 4625 West 62nd Street | | | City: | Indianapolis | | | State/Country: | INDIANA | | | Postal Code: | 46268 | | | Entity Type: | CORPORATION: INDIANA | | |
| Name: | The Heff Jones Company of Indiana, Inc. | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Street Address: | 4625 West 62nd Street | | | | | | | | | | | | | | | | | | | | | | | | | | |
| City: | Indianapolis | | | | | | | | | | | | | | | | | | | | | | | | | | |
| State/Country: | INDIANA | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Postal Code: | 46268 | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| CORRESPONDENCE DATA | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <p>Fax Number: (317)231-7433 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 3172311313 Email: dwong@btlaw.com Correspondent Name: David A.W. Wong Address Line 1: 11 South Meridian Street Address Line 2: Barnes & Thornburg LLP Address Line 4: Indianapolis, INDIANA 46204</p> | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ATTORNEY DOCKET NUMBER: | 11697-205618 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NAME OF SUBMITTER: | David A.W. Wong | | | | | | | | | | | | | | | | | | | | | | | | | | |

CH \$65.00 77473854

TO: DAVID A. W. WONG COMPANY 11 SOUTH MERIDIAN STREET

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| Signature: | /dwong/ |
| Date: | 08/18/2008 |
| Total Attachments: 1 source=11697(4)#page1.tif | |

NUNC PRO TUNC ASSIGNMENT

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Herff Jones, Inc. ("Assignor"), an Indiana corporation, has assigned and hereby assigns effective this May 15, 2008, to The Herff Jones Company of Indiana, Inc. ("Assignee"), an Indiana corporation, located at 4625 West 62nd Street, Indianapolis, Indiana 46268, all of its right, title and interest in and to U.S. Trademark Application Nos. 77473854 and 77473884 ("the Marks") together with the goodwill of the business symbolized thereby.

For such good and valuable consideration, Assignor hereby further assigns and transfers to Assignee, all rights and interests in, to and arising from any infringement of the Mark, including, without limitation, all claims for damages and profits for any infringements which occurred prior to the date of this Assignment, including the rights to sue for any infringements in its own name and stead and for its own benefit.

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 Mark in the Assignee and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by the Assignee, to the extent such evidence is in the possession or control of Assignor.

This 31st day of July, 2008

HERFF JONES, INC.

By: Joe Slaughter
Name: Joe Slaughter
Title: President & CEO

STATE OF INDIANA _____)
COUNTY OF Hendricks) SS:

Subscribed and sworn to before me, a Notary Public, in and for said County and State, this 31st day of July, 2008.

Witness my hand and Notarial Seal this 31st day of July, 2008.

Jeanette C. Blackstone
Notary Public

County of Residence: Hendricks
My Commission Expires: 2/10/16

