

## 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
HMH PUBLISHERS LLC		09/19/2008	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	GREENWOOD PUBLISHING GROUP INC.		
Street Address:	88 Post Road West		
City:	Wesport		
State/Country:	CONNECTICUT		
Postal Code:	06881		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	2208764	CHILDREN'S MAGAZINE GUIDE	
Registration Number:	1704863	CHILDREN'S MAGAZINE GUIDE	
Registration Number:	2048485	CLEAR & SIMPLE	
Registration Number:	1520892	THE READER'S ADVISER	
CORRESPONDENCE DATA			
Fax Number:	(212)226-1995		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	212-226-7700		
Email:	ccastro@yeellp.com		
Correspondent Name:	Mary A. Donovan		
Address Line 1:	110 Greene Street, Ste. 700		
Address Line 4:	New York, NEW YORK 10012		
ATTORNEY DOCKET NUMBER:	1701/GREENWOOD ASSIGN (4)		
NAME OF SUBMITTER:	Mary A. Donovan		

TRADEMARK

900116733

REEL: 003857 FRAME: 0604

OP \$115.00 2208764

Signature:

/Mary A. Donovan/

Date:

09/23/2008

**Total Attachments: 3**

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## ASSIGNMENT OF TRADEMARKS

WHEREAS, HMH PUBLISHERS LLC, a Delaware limited liability company having a principal place of business at 2711 Centreville Road, Suite 4000, Wilmington, Delaware 19808 (hereinafter referred to as "ASSIGNOR"), is the owner of the trademarks set forth in the Schedule of Trademarks annexed hereto (hereinafter referred to as the "TRADEMARKS"); and

WHEREAS, GREENWOOD PUBLISHING GROUP INC., a Delaware corporation, having a principal place of business at 88 Post Road West, Westport, CT 06881 (hereinafter referred to as "ASSIGNEE"), is desirous of acquiring all of the right, title and interest of ASSIGNOR in, to and under the TRADEMARKS, together with the goodwill of the business associated with the TRADEMARKS; and

NOW THEREFORE, in consideration of the sum of Ten Dollars (\$10.00) and other good and valuable consideration, the sufficiency and receipt of which is hereby acknowledged, ASSIGNOR hereby transfers and assigns to ASSIGNEE the entire right, title and interest of ASSIGNOR in and to the TRADEMARKS together with the goodwill of the business associated with the TRADEMARKS and the United States registration thereof; and

ASSIGNOR, does hereby sell, assign, transfer and set over unto ASSIGNEE, its successors, legal representatives and assigns all claims for damages by reason of past infringement of the TRADEMARKS, the right to sue for and collect the same for its own use and enjoyment and for the use and enjoyment of its successors, assigns, or other legal representative; and

Assignor further agrees to execute such further documents as may be required to record Assignee as the owner of the TRADEMARKS and the applications and registrations herein assigned.

IN WITNESS WHEREOF, the parties have executed this 19<sup>th</sup> day of September, 2008.

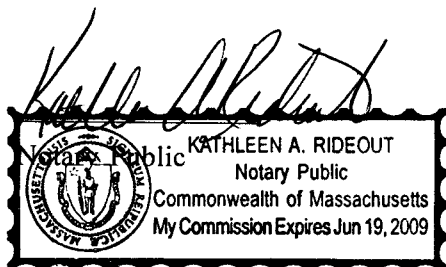
HMH PUBLISHERS LLC

By: [Signature]

Name: William F. Bayers

Title: Executive Vice President  
Secretary and General Counsel

On this 19th day of September, 2008, before me personally appeared William F. Bayers, a citizen of the United States and EVP, Secretary and General Counsel of HMH Publishers LLC with an address of 222 Berkeley Street, Boston, MA 02116, who is personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within written instrument and who acknowledged to me that he executed the same in his authorized capacity and that by his signature on the instrument, he, or the entity upon behalf of which he acted, executed the instrument.



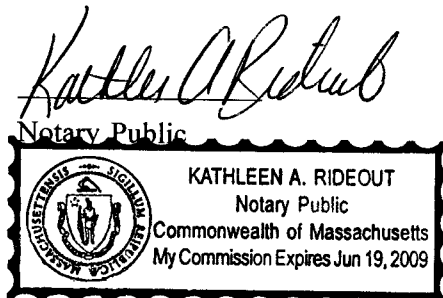
GREENWOOD PUBLISHING GROUP INC.

By: [Signature]

Name: William F. Bayers

Title: Executive Vice President,  
Secretary and General Counsel

On this 19<sup>th</sup> day of September, 2008, before me personally appeared William F. Bayers, a citizen of the United States and EVP, Secretary and General Counsel of Greenwood Publishing Group Inc. with an address of 222 Berkeley Street, Boston, MA 02116, who is personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within written instrument and who acknowledged to me that he executed the same in his authorized capacity and that by his signature on the instrument, he, or the entity upon behalf of which he acted, executed the instrument.



## **SCHEDULE OF TRADEMARKS**

Mark	Registration Date	Registration No.
CHILDREN'S MAGAZINE GUIDE	1998-12-08	2208764
CHILDREN'S MAGAZINE GUIDE and Design	1992-08-04	1704863
CLEAR & SIMPLE	1997-03-25	2048485
THE READER'S ADVISER	1989-01-17	1520892