

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Parents As Teachers National Center, Inc.		10/03/2008	non-profit corporation: MISSOURI
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	United Way of America		
<b>Street Address:</b>	701 N. Fairfax		
<b>City:</b>	Alexandria		
<b>State/Country:</b>	VIRGINIA		
<b>Postal Code:</b>	22314		
<b>Entity Type:</b>	non-profit corporation: NEW YORK		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	3152884	BORN LEARNING	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(202)772-5858		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	202.772.5800		
<b>Email:</b>	trademarks@blankrome.com		
<b>Correspondent Name:</b>	Susan B. Flohr c/o Blank Rome LLP		
<b>Address Line 1:</b>	600 New Hampshire Ave., N.W.		
<b>Address Line 4:</b>	Washington, DISTRICT OF COLUMBIA 20037		
<b>ATTORNEY DOCKET NUMBER:</b>	093760.511		
<b>NAME OF SUBMITTER:</b>	Susan B. Flohr		
<b>Signature:</b>	/sbf/		
<b>Date:</b>	10/24/2008		

CH \$40.00 3152884

Total Attachments: 3

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## ASSIGNMENT OF TRADEMARK

WHEREAS, Parents As Teachers National Center, Inc. a Missouri non-profit corporation with a business address at 10176 Corporate Square Drive, Suite 230 St. Louis, Missouri 63132 (hereinafter "Assignor"), is the owner of the trademark BORN LEARNING and U.S. Trademark Registration No. 3152884 for "educational services, namely, providing courses of instruction at the early childhood development stage, and providing parent education programs, namely, teaching parents about early childhood development and education which issued October 10, 2006 (hereinafter the "Trademark"); and

WHEREAS, United Way of America, a New York not-for-profit corporation, having a principal place of business at 701 N. Fairfax St., Alexandria, Virginia (hereinafter "Assignee") desires to acquire the Trademark and the goodwill symbolized thereby;

NOW, THEREFORE, in consideration of the mutual covenants and promises set forth in the Agreement entered into between the Parties on this same date, and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby sell, assign and transfer to Assignee all right, title and interest in and to the Trademark, together with the goodwill of the business symbolized thereby, and agrees to execute all documents reasonably necessary to effectuate recordation of the assignment with the appropriate trademark registries, including the U.S. Patent and Trademark Office.

IN WITNESS WHEREOF, the parties have caused this instrument to be signed each by its duly authorized representative this 3rd day of October, 2008.

**PARENTS AS TEACHERS NATIONAL CENTER, INC.**

By: [Signature]

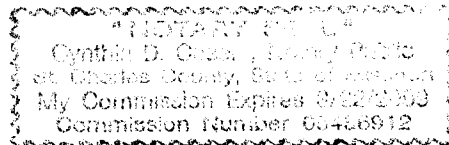
Name/Title Susan S. Stepien, President + CEO

Date 10/3/08

STATE OF MISSOURI )  
 ) ss:  
CITY OF ST. LOUIS )

On this 3rd day of October in the year 2008, before me, the undersigned, a Notary Public in and for said State, personally appeared \_\_\_\_\_, known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his capacity, and that by his signature on the instrument, the individual, or the person upon behalf of which the individual acted, executed the instrument.

Witness my hand and official seal.



My commission expires: 3/22/2009

[Signature]  
Notary Public

UNITED WAY OF AMERICA

By: Patti Turner  
Patti Turner, General Counsel, Secretary

Patti Turner, General Counsel

10-22-08  
Date

COMMONWEALTH OF VIRGINIA )  
 ) ss:  
CITY OF ALEXANDRIA )

On this 22<sup>nd</sup> day of October in the year 2008, before me, the undersigned, a Notary Public in and for said State, personally appeared Patti Turner, known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his capacity, and that by his signature on the instrument, the individual, or the person upon behalf of which the individual acted, executed the instrument.

Witness my hand and official seal.

My commission expires: 12-31-2011

Kathleen Gregory  
Notary Public

