

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
The Benjamin Franklin Literary & Medical Society, Inc.		01/07/2009	CORPORATION: INDIANA

RECEIVING PARTY DATA

Name:	The Saturday Evening Post Society, Inc.
Street Address:	1100 Waterway Boulevard
City:	Indianapolis
State/Country:	INDIANA
Postal Code:	46202
Entity Type:	CORPORATION: INDIANA

PROPERTY NUMBERS Total: 12

Property Type	Number	Word Mark
Registration Number:	1796366	CHILDREN'S PLAYMATE MAGAZINE
Registration Number:	1924607	POKEYTOES
Registration Number:	1926430	
Registration Number:	1851450	MEDICAL UPDATE
Registration Number:	1782669	JACK AND JILL
Registration Number:	1826315	CHILD LIFE
Registration Number:	1761278	TURTLE MAGAZINE FOR PRESCHOOL KIDS
Registration Number:	1507100	U S KIDS
Registration Number:	1473133	
Registration Number:	1468990	THE SATURDAY EVENING POST
Registration Number:	0567527	HUMPTY DUMPTY'S MAGAZINE
Registration Number:	0540051	THE CHILDREN'S DIGEST

CORRESPONDENCE DATA

OP \$315.00 1796366

Fax Number: (317)464-5111
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: (317) 464-5307
Email: jolivetti@mgrfirm.com
Correspondent Name: Jordan E. Olivetti
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ATTORNEY DOCKET NUMBER:	CUR
NAME OF SUBMITTER:	Jordan E. Olivetti
Signature:	/Jordan E. Olivetti/
Date:	03/12/2009
Total Attachments: 1 source=CUR_(All Marks)_NameChang_Spcm#page1.tif	

State of Indiana
Office of the Secretary of State

CERTIFICATE OF AMENDMENT

of

THE BENJAMIN FRANKLIN LITERARY & MEDICAL SOCIETY INC

I, TODD ROKITA, Secretary of State of Indiana, hereby certify that Articles of Amendment of the above Non-Profit Domestic Corporation have been presented to me at my office, accompanied by the fees prescribed by law and that the documentation presented conforms to law as prescribed by the provisions of the Indiana Nonprofit Corporation Act of 1991.

The name following said transaction will be:

THE SATURDAY EVENING POST SOCIETY, INC.

NOW, THEREFORE, with this document I certify that said transaction will become effective Wednesday, January 07, 2009.



In Witness Whereof, I have caused to be affixed my signature and the seal of the State of Indiana, at the City of Indianapolis, January 7, 2009.

A handwritten signature in black ink that reads "Todd Rokita".

TODD ROKITA,
SECRETARY OF STATE

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