

**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
KadMed LLC		04/29/2009	LIMITED LIABILITY COMPANY: NEW YORK

**RECEIVING PARTY DATA**

Name:	FWD Media, Inc.
Street Address:	27 West 24th Street, Suite 1105
City:	New York
State/Country:	NEW YORK
Postal Code:	10010
Entity Type:	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 7**

Property Type	Number	Word Mark
Registration Number:	3532724	BRAIN POP
Registration Number:	3502159	BRAINPOP JR.
Registration Number:	3161434	BRAIN POP
Registration Number:	3012691	THE MYSTERIES OF LIFE WITH TIM & MOBY
Registration Number:	2395985	THE MORE YOU KNOW, THE MORE YOU KNOW
Registration Number:	2379607	BRAINPOP
Registration Number:	2270345	KADMED

**CORRESPONDENCE DATA**

Fax Number: (212)302-0295  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 212 840 8300  
 Email: h.natter@natter-natter.com  
 Correspondent Name: Howard Natter  
 Address Line 1: 501 5th Avenue, Suite 808

OP \$190.00 3532724

Address Line 4: New York, NEW YORK 10017

ATTORNEY DOCKET NUMBER: 09-5731-T

NAME OF SUBMITTER: Howard Natter

Signature: /Howard Natter/

Date: 05/20/2009

Total Attachments: 2  
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ASSIGNMENT

WHEREAS, KadMed LLC, a New York limited liability company having an address at 666 Lexington Avenue, Suite 102, Mount Kisco NY 10549 is the owner of the following marks registered in the United States Patent and Trademark Office:

<u>Mark</u>	<u>Reg. No.</u>	<u>Registered</u>
BRAIN POP	3,532,724	11/11/2008,
BRAIN POP JR.	3,502,159	09/16/2008,
BRAIN POP and design of human figure and robot	3,161,434	10/24/2006,
THE MYSTERIES OF LIFE WITH TIM & MOBY	3,012,691	11/08/2005,
THE MORE YOU KNOW, THE MORE YOU KNOW	2,395,985	10/17/2000,
BRAINPOP	2,379,607	08/22/2000
KADMED (Stylized)	2,270,345	08/17/1999; and

WHEREAS, FWD Media, Inc., a Delaware corporation having an address at 27 West 24<sup>th</sup> Street, Suite 1105, New York NY 10010 is desirous of acquiring said marks, the goodwill of the business symbolized by said mark and the registrations thereof.

NOW, THEREFORE, for \$10 and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Kadmed LLC does hereby

convey and assign unto FWD Media, Inc. all right, title and interest in and to said marks, together with the goodwill of the business symbolized by said marks and registration thereof.

Dated: April 29, 2009

Kadmed LLC

By A. Kadar  
Avraham Kadar,  
Managing Member

TAM. B.

ROBERT M. BERNSTEIN  
Notary Public, State of New York  
No. 4928508  
Qualified in Westchester County  
Commission Expires August 31, 2011

10/11/2009