

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: 4			
Property Type	Number	Word Mark	
Serial Number:	78718641	BRAIN POP	
Serial Number:	77005299	BABY BRAINPOP	
Serial Number:	77005286	BRAINPOP BABY	
Serial Number:	77005270	BRAINPOP U.	
CORRESPONDENCE DATA			
Fax Number:	(212)302-0295		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212 840 8300		
Email:	h.natter@natter-natter.com		
Correspondent Name:	Howard Natter		
Address Line 1:	501 5th Avenue, Suite 808		
Address Line 4:	New York, NEW YORK 10017		
ATTORNEY DOCKET NUMBER:	09-5731-T		
NAME OF SUBMITTER:	Howard Natter		

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TRADEMARK

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REEL: 003990 FRAME: 0917

Signature:	/Howard Natter/
Date:	05/20/2009
Total Attachments: 1 source=Kadmed pending appl#page1.tif	

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 that is the subject of intent-to-use applications currently pending in the United States Patent and Trademark Office:

<u>Mark</u>	<u>Ser. No.</u>	<u>Filing Date</u>
BRAIN POP	78/718,641	9/22/2005,
BABY BRAINPOP	77/005,299	9/22/2006,
BRAINPOP BABY	77/005,286	9/22/2006,
BRAINPOP U.	77/005,270	9/22/2006; and

WHEREAS, FWD Media, Inc., a Delaware corporation having an address at 27 West 24th Street, Suite 1105, New York NY 10010 is desirous of acquiring said marks, the ongoing business to which marks pertain, and the goodwill of the business symbolized by said marks.

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 the above marks, together with pending intent-to-use applications and ongoing business to which the marks pertain and any resulting registrations of said marks.

Dated: APRIL 29, 2009

Kadmed LLC

By

A. Kadar
Avraham Kadar,
Managing Member

TRAM B

ROBERT M. BERNSTEIN
Notary Public, State of New York
No. 490555
Qualified in Westchester County
Commission Expires August 31, 2010

10/14/2009