

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
World Almanac Education Group, Inc.		05/20/2009	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	World Book, Inc.		
Street Address:	233 N. MICHIGAN AVENUE		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60601		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	1469770	F & W	
Registration Number:	0952041	FW	
Registration Number:	0835506	FUNK & WAGNALLS	
CORRESPONDENCE DATA			
Fax Number:	(312)554-8015		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312 554-8000		
Email:	rsacoff@pattishall.com		
Correspondent Name:	Robert W. Sacoff		
Address Line 1:	311 S. Wacker Drive, Suite 5000		
Address Line 4:	Chicago, ILLINOIS 60606		
ATTORNEY DOCKET NUMBER:	54400-87		
NAME OF SUBMITTER:	Robert W. Sacoff		

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Signature:	/Robert W. Sacoff/
Date:	07/09/2009
Total Attachments: 2 source=WAEG INC ASSG#page1.tif source=WAEG INC ASSG#page2.tif	

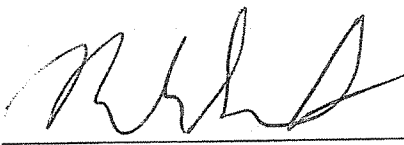
Trademark Assignment

This TRADEMARK ASSIGNMENT is made as of the 20 day of May, 2009 by World Almanac Education Group, Inc., a Delaware corporation ("Assignor"), to World Book, Inc., a Delaware corporation ("Assignee").

Whereas, Assignor is the owner of the trademarks set forth on Exhibit 1 hereto.

NOW THEREFORE, for good and valuable consideration, receipt of which is acknowledged, Assignor hereby sells, transfers, conveys and assigns to Assignee all of Assignor's right, title and interest throughout the world in and to the trademarks set forth on Exhibit 1 hereto, together with the associated goodwill and all applications, registrations, renewals, extensions and continuations relating thereto, and all rights to sue and recover for any and all past, present and future infringements thereof, for Assignee's own use and enjoyment of its successors, assigns, licensees and respective legal representatives.

World Almanac Education Group, Inc.

By: 

Name: Mark Sirota

Title: Assistant Secretary

SCHEDULE A
TRADEMARKS

<u>Country</u>	<u>Mark</u>	<u>Registration #</u>	<u>Registration Date</u>
United States	f & w (Stylized)	952041	January 30, 1973
United States	F & W	1469770	December 22, 1987
United States	Funk & Wagnalls (Stylized)	835506	September 19, 1967
Australia	Funk & Wagnalls	b431782	August 16, 1985
Australia	f & w (Stylized)	b431781	August 16, 1985
Brazil	Funk & Wagnalls	819783625	August 10, 1999
Canada	f & w (Stylized)	319654	October 17, 1986

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