

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
School Specialty, Inc.		11/13/2009	CORPORATION: WISCONSIN
RECEIVING PARTY DATA			
Name:	Carson-Dellosa Publishing, LLC		
Street Address:	7027 Albert Pick Road		
City:	Greensboro		
State/Country:	NORTH CAROLINA		
Postal Code:	27409		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 41			
Property Type	Number	Word Mark	
Registration Number:	2265034	BRIGHTER CHILD BRIGHTER CHOICES	
Registration Number:	2267319	BRIGHTER CHILD BRIGHTER CHOICES	
Registration Number:	1527561	GIFTED & TALENTED	
Registration Number:	2684327	INSTANT SHOWCASE	
Registration Number:	1617464	NUMBERMAZE	
Registration Number:	1629285	STEPPING STONES	
Registration Number:	0899693	ALPHABET EXPRESS	
Registration Number:	3634092	AMERICAN EDUCATION PUBLISHING	
Registration Number:	3630004	AMERICAN EDUCATION PUBLISHING	
Registration Number:	3463454	BIG SKILLS FOR LITTLE HANDS	
Registration Number:	1895045	BRIGHTER CHILD	
Registration Number:	2102495	BRIGHTER CHILD	
Registration Number:	1909946	BRIGHTER CHILD SERIES	
Registration Number:	2222571	BUILD-N-LEARN	

CH \$1040.00 2265034

Registration Number:	2116986	CRAZY SLATE
Registration Number:	2372456	EASY GRIP PEGS
Registration Number:	3117124	EXTREME READERS
Registration Number:	1824391	FRACTION BUILDER
Registration Number:	1604588	FRACTION STAX
Registration Number:	2135186	
Registration Number:	2136550	FRANK SCHAFFER PUBLICATIONS
Registration Number:	2281881	FSP
Registration Number:	1944317	GIFTED & TALENTED
Registration Number:	1888442	HOMEWORK HELPERS
Registration Number:	0953663	IF
Registration Number:	2211391	IN CELEBRATION
Registration Number:	2205989	IN CELEBRATION
Registration Number:	1391553	JI
Registration Number:	0708362	JUDY
Registration Number:	1378066	JUDY/INSTRUCTO
Registration Number:	2391307	
Registration Number:	3069394	LIGHTNING READERS
Registration Number:	3036804	MATH 2 MASTER
Registration Number:	3091153	MILESTONE
Registration Number:	2401523	PEG-IT
Registration Number:	2632544	POCKET CHANGE
Registration Number:	3374252	
Registration Number:	2610356	SPOT THE CLOCK
Registration Number:	2148667	
Registration Number:	1658192	THEME-A-SAURUS
Registration Number:	1490156	TOTLINE

CORRESPONDENCE DATA

Fax Number: (414)273-5198
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 414-273-3500
Email: nakees@gklaw.com
Correspondent Name: Nicholas A. Kees; Godfrey & Kahn, S.C.
Address Line 1: 780 N. Water Street
Address Line 4: Milwaukee, WISCONSIN 53202

ATTORNEY DOCKET NUMBER:	009316-0728
NAME OF SUBMITTER:	Nicholas A. Kees
Signature:	/Nicholas A. Kees/
Date:	11/13/2009
Total Attachments: 7 source=ssiassign#page1.tif source=ssiassign#page2.tif source=ssiassign#page3.tif source=ssiassign#page4.tif source=ssiassign#page5.tif source=ssiassign#page6.tif source=ssiassign#page7.tif	

TRADEMARK AND SERVICE MARK ASSIGNMENT


WHEREAS, School Specialty, Inc., a corporation of the State of Wisconsin, (“Assignor”) is the owner of the entire right, title and interest in and to the Trademarks and Service Marks listed on the attached Schedule A (hereinafter the “Marks”) and the goodwill of the business symbolized thereby; and

WHEREAS, Carson-Dellosa Publishing, LLC., a Delaware limited liability company (“Assignee”), desires to acquire Assignor’s entire right, title and interest in and to the Marks worldwide, and the goodwill of the business symbolized thereby;

NOW THEREFORE, TO ALL WHOM IT MAY CONCERN: Be it known that in consideration of the payment of Assignee to Assignor of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee the full and exclusive right, title and interest to said Marks, including all common law and statutory rights, and any and all federal, state and/or other registrations, in and to the Marks, together with (i) all of the goodwill and the business symbolized by and associated with the Marks, and (ii) all causes of action, claims, and demands or other rights for, or arising from, any infringement, including past infringements, of the Marks.

ASSIGNOR hereby covenants that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this assignment and sale.

SCHOOL SPECIALTY, INC.

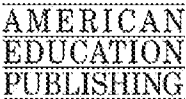
By: 
Name: David N. Vander Ploeg
Title: CFO
Date: November ____, 2009

SCHEDULE A


Unregistered Trademarks

GINGHAM DOG
GINGHAM DOG PRESS
SPECTRUM
SPECTRUM STARBURST
IDEAL
IF
INSTRUCTIONAL FAIR
FRANK SCHAFFER
BOOK NOTES
HEAVENLY HELPERS
BASICS FIRST
FAST FACTS
FRANK SCHAFFER'S LEARNING ADVENTURES
READ- N-DO
PLAN BOOK PLUS
GRACE PUBLICATIONS
FIND "N" LEARN
THINK "N" DO
CLOCK FACTORY JUDY
CELEBRATING OUR DIVERSITY
JUDY CLOCK
PIGGYBACK
JOBCARDS


Pending Application




Trademark	App. No.	Ctry	Filing Date	Goods
AMERICAN EDUCATION PUBLISHING & Design 	1422255	Canada	17-Dec-2008	Series of educational children's books





Trademark Registrations


Trademark	Reg. No.	Ctry	Reg. Date	Goods
BRIGHTER CHILD BRIGHTER CHOICES	2,265,034	U.S.	May 4, 1999	16 Int.: Educational materials, namely, workbooks in the fields of colors and shapes, numbers and counting, alphabet and letters, reading, math, English, spelling and writing, and comprehension; children's activity books; coloring books; and, children's storybooks.
BRIGHTER CHILD BRIGHTER CHOICES and Design 	2,267,319	U.S.	May 11, 1999	16 Int.: Educational materials, namely, workbooks in the fields of colors and shapes, numbers and counting, alphabet and letters, reading, math, English, spelling and writing, and comprehension; children's activity books; coloring books; and, children's storybooks.
GIFTED & TALENTED	1,527,561	U.S.	February 28, 1989	16 Int.: Children's activity and learning books.
INSTANT SHOWCASE	2,684,327	U.S.	February 4, 2003	16 Int.: Printed instructional and educational materials in the field of children's education; paper banners; posters.
NUMBERMAZE	1,617,464	U.S.	October 16, 1990	9 Int.: Educational computer programs.
STEPPING STONES	1,629,285	U.S.	December 25, 1990	28 Int.: equipment/and or apparatus comprising simulated stones bearing designs, letters, or other notations, adapted to be distributed over a play area for playing a child's game.


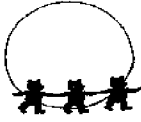
Registered Trademarks

Trademark	Reg. No.	Ctry	Reg. Date	Goods
ALPHABET EXPRESS	899693	U.S.	29-Sep-1970	16 Int.: wall charts for educational purposes
AMERICAN EDUCATION PUBLISHING	550722	Canada	13-Sep-2001	series of educational books, series of educational children's books
AMERICAN EDUCATION PUBLISHING	3634092	U.S.	09-Jun-2009	16 Int.: series of educational children's books
AMERICAN EDUCATION PUBLISHING (Stylized) 	3630004	U.S.	02-Jun-2009	16 Int.: series of educational children's books
BIG SKILLS FOR LITTLE HANDS	3463454	U.S.	08-Jul-2008	16 Int.: printed materials, namely, a series of children's books, including workbooks
BRIGHTER CHILD	1895045	U.S.	23-May-1995	16 Int.: educational books for children
BRIGHTER CHILD	2102495	U.S.	07-Oct-1997	09 Int.: computer software for educational purposes featuring interactive math, reading and phonics

Trademark	Reg. No.	Ctry	Reg. Date	Goods
BRIGHTER CHILD & Device	4356151	CTM	23-Mar-2005	09 Int.: Computer software; computer programmes; computer software for educational purposes, computers; computer hardware and firmware; magnetic tapes, cards and discs; magnetic data carriers; recording discs; parts and fittings for all the aforesaid goods 16 Int.: Printed matter; books; magazines; printed publications; educational books for children; photographs; stationery; instructional and teaching material (except apparatus); all for educational purposes
BRIGHTER CHILD SERIES & Design 	1909946	U.S.	08-Aug-1995	16 Int.: educational books for children
BUILD-N-LEARN	2222571	U.S.	09-Feb-1999	28 Int.: educational toys, namely building pieces of various shapes having slots on all sides for building in all directions
CRAZY SLATE	2116986	U.S.	25-Nov-1997	28 Int.: toys, namely, amusement devices for temporarily receiving written images and for erasing such images
EASY GRIP PEGS	2372456	U.S.	01-Aug-2000	28 Int.: toys and games, namely, manipulative, oversized, stackable, contoured pegs, which are used to promote eye-to-hand coordination, motor skills, and color discrimination in small children
EXTREME READERS	3117124	U.S.	18-Jul-2006	16 Int.: printed materials, namely, a series of children's books
FRACTION BUILDER	1824391	U.S.	01-Mar-1994	16 Int.: printed task cards used for teaching and learning mathematics
FRACTION STAX & Design 	1604588	U.S.	03-Jul-1990	16 Int.: printed instructional and teaching materials, namely cards, wooden stocks and pegboards for developing mathematical skills, sold as a unit 28 Int.: games and playthings, namely, wooden cards, pegboards and cards for developing mathematical skills, sold as a unit
FRANK SCHAFFER & Circle (Design Only) 	2135186	U.S.	10-Feb-1998	16 Int.: children's educational products, namely, a series of fiction and non-fiction books on a variety of topics, printed instructional, educational and teaching materials composed of text and/or pictorial representations at pre-school and elementary ed 28 Int.: children's educational products, namely, board games, jigsaw puzzles and manipulative puzzles, card games, dominoes, bingo cards and bingo game playing equipment 42 Int.: mail order catalogue services featuring children's educational products, mail order services featuring magazines in the field of childhood education

Trademark	Reg. No.	Ctry	Reg. Date	Goods
FRANK SCHAFFER PUBLICATIONS	2136550	U.S.	17-Feb-1998	16 Int.: children's educational products, namely, a series of fiction and non-fiction books on a variety of topics, printed instructional, educational and teaching materials composed of text and/or pictorial representations at pre-school and elementary ed 28 Int.: children's educational products, namely, board games, jigsaw puzzles and manipulative puzzles, card, games, dominoes, bingo cards and bingo game playing equipment 42 Int.: mail order catalogue services featuring children's educational products, mail order services featuring magazines in the field of childhood education
FSP	2281881	U.S.	28-Sep-1999	16 Int.: children's educational products, namely, a series of fiction and non-fiction books on a variety of topics; printed instructional, educational and teaching materials composed of text and/or pictorial representations at pre-school and elementary sch
GIFTED & TALENTED	1944317	U.S.	26-Dec-1995	16 Int.: children's activity and learning books
HOMEWORK HELPERS	1888442	U.S.	11-Apr-1995	16 Int.: educational books on a variety of topics, geared to the nursery, pre-kindergarten, and elementary levels
IF & Design 	953663	U.S.	20-Feb-1973	16 Int.: books, pamphlets, brochures, periodicals and newsletters
IN CELEBRATION & Design 	2211391	U.S.	15-Dec-1998	16 Int.: educational products for religious market, namely, books, bookmarks, stickers, greeting cards, folders, note pads, and printed paper bulletin board cutouts and trimmings 28 Int.: educational game in the nature of vinyl cutout characters and figures and cling-on story boards sold as a unit
IN CELEBRATION & Design 	2205989	U.S.	24-Nov-1998	16 Int.: educational products for religious market, namely, books, bookmarks, stickers, greeting cards, folders, note pads, and printed paper bulletin board cutouts and trimmings 28 Int.: educational game in the nature of vinyl cutout characters and figures and cling-on story boards sold as a unit
J1 & Design 	1391553	U.S.	29-Apr-1986	16 Int.: instructional books, pamphlets, workbooks for children on a variety of topics, educational teaching aids, namely, printed alphabet cards, charts, flannel wall boards and flannel letters, numerals and figures therefor, storybooks, transparency kits 28 Int.: equipment sold as a unit for playing board games, activity kits comprising toy chalk boards, toy magnetic figures and shapes for use therewith, and numerical and alphabetical and wooden puzzles
JUDY	708362	U.S.	13-Dec-1960	28 Int.: educational toys and visual aids, puzzles, and equipment sold as a unit for playing board type games

Trademark	Reg. No.	Ctry	Reg. Date	Goods
JUDY/INSTRUCTO	1378066	U.S.	14-Jan-1986	16 Int.: educational kits consisting of puzzles, booklets, paper cut-outs, posters, flashcards, puppets, equipment used to play board games, maps, and printed educational cards in various shapes and figure forms on a hanging display 28 Int.: equipment sold as a unit for playing board games, activity kits comprising toy chalk boards, toy magnetic figures and shapes for use therewith, numerical and alphabetical and wooden puzzles
JUGGLER Design 	2391307	U.S.	03-Oct-2000	16 Int.: printed products for educational purposes consisting of paper and cardboard cut-outs, paper, cellophane, and cardboard decorations for bulletin boards and blackboards, children's educational books for teaching science, math, language arts and time and money, workbooks directed to teaching science, math, language arts and time and money, teaching manuals in the area of science, math, language arts and time and money, charts, posters, educational kits, namely, word and picture cards for memory retention, library and paper supplies in the form of catalogue cards, ledger paper, loose-leaf binders, chart stands, easels, and dictionary stands, word and picture cards for color recognition, reading expansion, visual perception and the like and chalkboards. 28 Int.: puzzles, games utilizing plastic beads, cubes, pegs and blocks as educational manipulatives, balance disks consisting of wooden disks placed on bases that permit the boards to rock and children's peg board games 35 Int.: mail order catalog services featuring educational products
LIGHTNING READERS	3069394	U.S.	14-Mar-2006	16 Int.: printed materials, namely series of children's fiction books
MATH 2 MASTER	3036804	U.S.	27-Dec-2005	16 Int.: printed educational materials, namely, books featuring mathematics.
MILESTONE	3091153	U.S.	09-May-2006	16 Int.: educational books on the subjects of reading, language arts, social studies, life skills, math science for students in the middle school levels and higher, and printed materials, namely, workbooks and catalogs featuring books and workbooks on the subjects of reading, language arts, social studies, life skills, math and science for students in middle school levels and higher.
PEG-IT	2401523	U.S.	07-Nov-2000	28 Int.: manipulative toy peg boards designed to promote motor skills and coordination in children
POCKET CHANGE	2632544	U.S.	08-Oct-2002	16 Int.: printed educational materials, namely, printed cards and activity guides for use in developing children's money skills 28 Int.: game package used for educational purposes comprised of cards, plastic coins, spinner and activity guides all sold as a unit for use in developing children's money skills

Trademark	Reg. No.	Ctry	Reg. Date	Goods
SPECTRUM STARBURST (Design Only) 	3374252	U.S.	22-Jan-2008	16 Int.: printed materials, namely children's books, workbooks, teachers' guides in the field of mathematics, reading comprehension, vocabulary, spelling, phonics, writing, test practice and preparation, geography, language arts and science
SPOT THE CLOCK	2610356	U.S.	20-Aug-2002	16 Int.: printed educational materials, annely, printed cards and activity guides for use in developing children's time telling skills 28 Int.: game package used for educational purposes comprised of cards, spinners and activity guides all sold as a unit for use in developing children's time telling skills
SUN & BEARS Design Only 	2148667	U.S.	07-Apr-1998	16 Int.: printed publications, namely, educational activity and story books for children aged two to six; educational activity and story books for parents and teachers of children aged two to six
THEME-A-SAURUS	1658192	U.S.	24-Sep-1991	16 Int.: publications, namely, books, containing children's teaching themes
TOTLINE	1490156	U.S.	31-May-1988	16 Int.: printed publications, namely books and newsletters containing material for working with young children

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