

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
Carson-Dellosa Holdings, Inc.	FORMERLY Carson-Dellosa Publishing Company, Inc.	11/13/2009	CORPORATION: NORTH CAROLINA

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: 23

Property Type	Number	Word Mark
Registration Number:	3710409	QUICK STICK
Serial Number:	77555954	FILE FOLDER GAMES TO GO
Serial Number:	77553924	POP-ITS
Registration Number:	3273077	COLORFUL CUT-OUTS
Registration Number:	3445780	MASTERING BASIC SKILLS
Registration Number:	3368990	DOUBLE SMART POCKET CHART
Registration Number:	3368680	IW
Registration Number:	3368685	IW INTERVENTIONWORKS
Registration Number:	3368677	INTERVENTIONWORKS
Registration Number:	3368684	LEARN TO READ - READ TO LEARN
Registration Number:	3499730	DOUBLE SMART
Registration Number:	2935018	SUMMER BRAINS
Registration Number:	2510181	FOUR-BLOCKS
Registration Number:	2465617	FOUR-BLOCKS

OP \$590.00 3710409

900147970

**TRADEMARK
 REEL: 004098 FRAME: 0748**

Registration Number:	2546894	
Registration Number:	2469658	
Registration Number:	2455299	
Registration Number:	1755276	
Registration Number:	2258526	WILD GOOSE
Registration Number:	3557067	CUT-OUT BUDDIES
Registration Number:	2258527	REAL SCIENCE - REAL FUN!
Registration Number:	3696863	EZ-SPIN
Registration Number:	3696868	CENTERSOLUTIONS

CORRESPONDENCE DATA

Fax Number: (336)478-1170
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 336-478-1190
Email: mja@crlaw.com
Correspondent Name: Michael J. Allen
Address Line 1: 235 N. Edgeworth Street
Address Line 4: Greensboro, NORTH CAROLINA 27401

ATTORNEY DOCKET NUMBER:	3761/10568
NAME OF SUBMITTER:	Michael J. Allen
Signature:	/Michael J. Allen/
Date:	11/18/2009

Total Attachments: 4
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TRADEMARK AND SERVICE MARK ASSIGNMENT

WHEREAS, Carson-Dellosa Holdings, Inc. (formerly known as Carson-Dellosa Publishing Company, Inc.), a corporation of the State of North Carolina, ("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 all of Assignor's 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.

CARSON-DELLOSA HOLDINGS, INC. (formerly known as
Carson-Dellosa Publishing Company, Inc.)


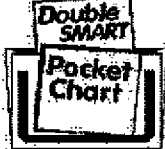

By: *Roger Posacki*
Name: Roger Posacki
Title: COO
Date: 11-13-09

SCHEDULE A

PENDING U.S. APPLICATIONS

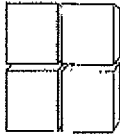
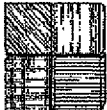
U.S. MARK	SER. NO.	FILING DATE	INTERNATIONAL CLASS/GOODS AND SERVICES
QUICK STICK	77/651,942	01/19/2009	repositionable classroom wall decorations made of polypropylene in class 20
FILE FOLDER GAMES TO GO	77/555,954	08/26/2008	educational games in the fields of phonics, language arts, mathematics, and science in class 28
POP-ITS	77/553,924	08/22/2008	decorative paper printed classroom borders, paper die-cut shaped accents and paperboard accents for use in pre-kindergarten and elementary school classrooms in class 16



U.S. TRADEMARK REGISTRATIONS

Description of Mark	Serial No.	Regis. No.	Registration Date	International Class/goods and services
COLORFUL CUT-OUTS	78929442	3273077	7/31/08	16. Paper printed labels.
MASTERING BASIC SKILLS and design 	77031886	3445780	6/10/08	16. Children's workbooks in the fields of language arts and mathematics.
DOUBLE SMART POCKET CHART and design 	77187100	3368990	1/15/08	16. Elementary school level educational kits comprised of learning cards, activity cards, educational card games, plastic counting straws and printed charts.
IW and design 	77175110	3368680	1/15/08	9. Multimedia software recorded on CD-ROM featuring proficiency assessment, instruction and teaching guides in the fields of reading and spelling for elementary and middle-school students and teachers; 16. Series of fiction and nonfiction books, instruction sheets, and printed proficiency assessment and forms in the fields of reading and spelling for elementary and middle-school students and teachers
IW INTERVENTION WORKS and design	77175146	3368685	1/15/08	9. Multimedia software recorded on CD-ROM featuring proficiency assessment, instruction and teaching guides in the fields of reading and spelling for elementary and middle-school students and teachers.

Description of Mark	Serial No.	Regis. No.	Registration Date	International Class/goods and services
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INTERVENTIONWORKS	77175075	3368677	1/15/08	9. Multimedia software recorded on CD-ROM featuring proficiency assessment, instruction and teaching guides in the fields of reading and spelling for elementary and middle-school students and teachers; 16. Series of fiction and nonfiction books, instruction sheets, and printed proficiency assessment and forms in the fields of reading and spelling for elementary and middle-school students and teachers
LEARN TO READ - READ TO LEARN	77175134	3368684	1/15/08	16. Series of fiction and nonfiction books, instruction sheets, and printed proficiency assessment forms in the fields of reading and spelling for elementary and middle-school students and teachers.
DOUBLE SMART	77169702	3499730	9/9/08	16. Elementary school level educational kits comprised of learning cards, activity cards, educational card games, plastic counting straws and printed charts with pockets made of nylon fabric and vinyl.
SUMMER BRAINS FOUR-BLOCKS	78380644 76207269	2935018 2510181	3/22/05 11/20/01	28. Educational skills trivia game cards. 9. Video tapes featuring instruction on literacy education. 41. Educational services, namely conducting workshops and seminars in the field of literacy education.
FOUR-BLOCKS	76057739	2465617	7/3/01	16. Books, namely, educational planning books, instructor guides and workbooks in the field of literacy; printed wall charts; posters; and other related printed educational aids, namely, stickers, notepads and paper wall decorations.
Four Blocks design - geometric solid blocks 	76215021	2546894	3/12/02	9. Video tapes featuring instruction on literacy education; 41. Educational services, namely conducting workshops and seminars in the field of literacy education.
Four Blocks design - squares/cubes lined for the colors green, red, blue and yellow, respectively 	76081566	2469658	7/17/01	16. Books, namely, educational planning books, instructor guides and workbooks in the field of literacy; printed wall charts; posters; and other related printed educational aids, namely, stickers, notepads and paper wall decorations.

Description of Mark	Serial No.	Regis. No.	Registration Date	International Class/goods and services
Four Blocks design - girl sitting on blocks 	76057300	2455299	5/29/01	16. Books, namely, educational planning books, instructor guides and workbooks in the field of literacy; printed wall charts; posters; and other related printed educational aids, namely, stickers, notepads and paper wall decorations.
giraffe on wheels design 	74281144	1755276	3/2/93	16. Educational materials dealing with learning skills for pre-school, elementary school, and adult literacy; namely, note pads, pocket charts, paper stickers, name tags, door and bulletin board decorations, award certificates, books, posters, and charts; 41. educational services; namely, conducting workshops and seminars in the field of teacher educational skills.
WILD GOOSE	75308838	2258526	7/6/99	16. Printed manuals and illustrations for science education. 28. Education science and hobby craft kits comprised primarily of chemicals, rubber gloves, goggles, paper cups, mixing containers, pie tins, breakers, flasks, mixing utensils, pH paper, thermometers, funnels, pipettes, eyedroppers, scales, plastic bags, test tubes, etc.
CUT-OUT BUDDIES	77480410	3557067	1/6/09	16. Paper printed decorative shapes, figures and labels.
REAL SCIENCE - REAL FUN	75308839	2258527	7/6/99	16. Printed manuals and illustrations for science education. 28. Education science and hobby craft kits comprised primarily of chemicals, rubber gloves, goggles, paper cups, mixing containers, pie tins, breakers, flasks, mixing utensils, pH paper, thermometers, funnels, pipettes, eyedroppers, scales, plastic bags, test tubes, etc.
EZ-SPIN	77553903	3696863	10/13/09	16. Educational flash cards.
CENTERSOLUTIONS	77555940	3696868	10/13/09	28. Boxed educational games in the fields of mathematics and language arts.