

**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
HighReach Learning, 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: 7**

Property Type	Number	Word Mark
Registration Number:	1836631	HIGHREACH LEARNING
Registration Number:	1828862	HIGHREACH LEARNING
Registration Number:	1731023	
Registration Number:	2939793	HIGHREACH LEARNING PROGRESS REPORTING AND EVALUATION PROGRAM
Registration Number:	3262611	TOD SQUAD
Registration Number:	3437294	PASSPORTS
Registration Number:	3699351	BRIGHT BABY

**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

**900147972**

**TRADEMARK  
 REEL: 004098 FRAME: 0761**

**OP \$190.00 1836631**

Address Line 4: Greensboro, NORTH CAROLINA 27401

ATTORNEY DOCKET NUMBER:	3761/10568
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NAME OF SUBMITTER:	Michael J. Allen
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Signature:	/Michael J. Allen/
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Date:	11/18/2009
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**Total Attachments: 2**

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**TRADEMARK AND SERVICE MARK ASSIGNMENT**

WHEREAS, HighReach Learning, 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.

HIGHREACH LEARNING, INC.

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

**SCHEDULE A**

**U.S. TRADEMARK REGISTRATIONS**

Description of Mark	Serial No.	Regis. No.	Registration Date	International Class/goods and services
HIGHREACH LEARNING	74391173	1836631	5/17/94	9. Audio tape cassettes for use in the education of children and instruction of adults teaching children.
HIGHREACH LEARNING	74199627	1828862	3/29/94	16. Printed educational materials for children and adults teaching children; namely, instruction booklets with lesson plans, activity cards, books, loose-leaf notebook sheets and wall charts, used by teachers in instructing children and communicating with parents, as well as recording children's activities, skills, abilities and the like, and photographs.
Hand, stars and geometric shapes design 	74168417	1731023	11/10/92	16. Printed instructional and teaching materials in the field of children's education.
HIGHREACH LEARNING	78311381	2939793	4/12/05	9. Computer software for use in reporting and evaluating learning progress.
PROGRESS REPORTING AND EVALUATION	78670867	3262611	7/10/07	16. Printed matter and paper goods, namely children's books.
TOD SQUAD	77161938	3437294	5/27/08	16. Printed educational activity guides for pre-kindergarten, kindergarten, and elementary education; educational materials sold as a kit containing a children's activity guide book, printed artwork, stickers, and at least one children's storybook, all packaged together in a box of corrugated cardboard.
PASSPORTS	77095383	3699351	10/20/2009	16. Children's activity cards in the field of infant exploration of foods, clothes, animals, places, toys, textures and vehicles. 20. Laminated boxes made of chipboard. 28. Puppets.
BRIGHT BABY				