

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT		
NATURE OF CONVEYANCE:	Corrective Assignment to correct the Exhibit A containing a typographical error in one registration number. Reg No 2693555 should read 2963555 previously recorded on Reel 003351 Frame 0915. Assignor(s) hereby confirms the name of the conveying party is Standex International Corporation; nature of the conveyance is Assignment executed July 6, 2006.		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Standex International Corporation		07/06/2006	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Standard Publishing Group LLC		
Street Address:	8121 Hamilton Avenue		
City:	Cincinnati		
State/Country:	OHIO		
Postal Code:	45231		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2963555	HEARTSHAPER	
CORRESPONDENCE DATA			
Fax Number:	(513)241-6234		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	(513) 241-2324		
Email:	lkrafte@whepatent.com		
Correspondent Name:	Lori Krafte		
Address Line 1:	441 Vine Street		
Address Line 2:	2700 Carew Tower		
Address Line 4:	Cincinnati, OHIO 45202-2917		
NAME OF SUBMITTER:	Lori Krafte		
Signature:	/Lori Krafte/		

OP \$40.00 2963555

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TRADEMARK
 REEL: 004235 FRAME: 0021

Date:

07/01/2010

Total Attachments: 12

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TRADEMARK

REEL: 004235 FRAME: 0022

07-20-2006

Form PTO-1594 (Rev. 07/05)
OMB Collection 0651-0027 (exp. 6/30/2008)U.S. DEPARTMENT OF COMMERCE
United States Patent and Trademark Office

<div style="display: flex; justify-content: space-between;"> <div> MRD 7-19.06 </div> <div> RE 103273041 </div> </div> <h2 style="text-align: center; margin: 0;">TRADEMARKS ONLY</h2>	
To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.	
1. Name of conveying party(ies): Standex International Corporation <div style="display: flex; justify-content: space-between;"> <div> <input type="checkbox"/> Individual(s) <input type="checkbox"/> General Partnership <input checked="" type="checkbox"/> Corporation- State: <u>Delaware</u> <input type="checkbox"/> Other _____ </div> <div> <input type="checkbox"/> Association <input type="checkbox"/> Limited Partnership <input type="checkbox"/> Other _____ </div> </div> Citizenship (see guidelines) _____ Additional names of conveying parties attached? <input type="checkbox"/> Yes <input type="checkbox"/> No	2. Name and address of receiving party(ies) <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Additional names, addresses, or citizenship attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Name: <u>Standard Publishing Group LLC</u> Internal _____ Address: _____ Street Address: <u>8121 Hamilton Avenue</u> City: <u>Cincinnati</u> State: <u>Ohio</u> Country: <u>USA</u> Zip: <u>45231</u> <input type="checkbox"/> Association Citizenship _____ <input type="checkbox"/> General Partnership Citizenship _____ <input type="checkbox"/> Limited Partnership Citizenship _____ <input type="checkbox"/> Corporation Citizenship _____ <input checked="" type="checkbox"/> Other <u>LLC</u> Citizenship <u>Delaware</u> If assignee is not domiciled in the United States, a domestic representative designation is attached: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No (Designations must be a separate document from assignment)
3. Nature of conveyance /Execution Date(s) : Execution Date(s) <u>July 6, 2006</u> <div style="display: flex; justify-content: space-between;"> <div> <input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Security Agreement <input type="checkbox"/> Other _____ </div> <div> <input type="checkbox"/> Merger <input type="checkbox"/> Change of Name <input type="checkbox"/> Other _____ </div> </div>	
4. Application number(s) or registration number(s) and identification or description of the Trademark. A. Trademark Application No.(s) <u>See Exhibit A attached hereto.</u> B. Trademark Registration No.(s) _____ <div style="text-align: right;">Additional sheet(s) attached? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</div>	
C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown): _____ _____	
5. Name & address of party to whom correspondence concerning document should be mailed: Name: <u>Robin Silverman</u> Internal Address: <u>Golenbock Eiseman Assor</u> <u>Bell & Peskoe LLP</u> Street Address: <u>437 Madison Avenue, 35th</u> <u>Floor</u> City: <u>New York</u> State: <u>NY</u> Zip: <u>10022</u> Phone Number: <u>212-907-7381</u> Fax Number: <u>212-754-0330</u> Email Address: <u>rsilverman@golenbock.com</u>	6. Total number of applications and registrations involved: 37 7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$940 + \$120 <input type="checkbox"/> Authorized to be charged by credit card <input type="checkbox"/> Authorized to be charged to deposit account <input checked="" type="checkbox"/> Enclosed 8. Payment Information: a. Credit Card Last 4 Numbers _____ Expiration Date _____ b. Deposit Account Number _____ Authorized User Name _____
9. Signature: <u>[Signature]</u> Date: <u>July 17, 2006</u> <div style="display: flex; justify-content: space-between; margin-top: 10px;"> <div> <u>Benjamin Wolff</u> Name of Person Signing </div> <div> Total number of pages including cover sheet, attachments, and document: 12 </div> </div>	

07/20/2006
01 FC:8521
02 FC:8522
03 FC:8523

BYRNE

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Benjamin Wolff

Name of Person Signing

 Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:
 Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

TRADEMARK
REEL: 003351 FRAME: 0915
TRADEMARK
REEL: 004235 FRAME: 0023

EXHIBIT A**TRADEMARK REGISTRATIONS**

<u>TRADEMARK</u>	<u>REGISTRATION NUMBER</u>	<u>CLASS</u>	<u>REGISTRATION DATE</u>
BEAN SPROUTS	2,392,844	16	10/10/2000
BIBLICAL CHOICES	2,619,802	16	09/17/2002
BIBLICAL CHOICES FOR A NEW GENERATION	3,040,692		01/10/2006
BRINGING THE WORD TO LIFE	3,108,021	16	06/20/06
CHRISTIAN STANDARD	1,054,291	16, 38	12/14/1976
COMPASS BOOK	2,662,269	35	12/17/2002
DEVOTIONS	2,004,549	16	10/01/1996
EMPOWERED	2,316,739	16	02/08/2000

TRADEMARK
REEL: 003351 FRAME: 0916

TRADEMARK
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1 ST /2 ND ST★RS	2,620,756	16	09/17/2002
FIRST VIRTUES	2,809,380	16	01/27/2004
5 th /6 th LIVE!	2,485,056	16	09/04/2001
HAPPY DAY	1,184,726	16, 38	01/05/1982
HEARTSHAPER	2,693,555	16	06/21/2005
JESUS HELPS YOU POWER UP	3,056,369	16	01/31/2006
KIDZ CHAT	2,379,981	16	08/22/2000
LIVE WIRE	2,429,855	16	02/20/2001
LIVING FOR HIM 24/7!	2,809,417	16	01/27/2004
THE LOOKOUT	1,033,851	16, 38	02/17/1976
MY GOOD NIGHT	2,469,070	16	07/17/2001
MYSTERY MUSEUM	2,458,658	28	06/05/2001

TRADEMARK
REEL: 003351 FRAME: 0917

TRADEMARK
REEL: 004235 FRAME: 0025

REDI-STIX	1,148,906	16, 38	03/24/1981
SCRIPTURE BITES	2,485,055	16	09/04/2001
SEEK	1,138,376	16, 38	08/05/1980
SOLID FOUNDATION	2,368,695	16	07/18/2000
STANDARD	1,028,964	42	12/30/1975
STANDARD	1,054,292	16, 38	12/14/1976
STANDARD LESSON COMMENTARY	2,560,634	16	04/9/2002
STICK*N*SMIFF	1,144,152	16, 38	12/23/1980
3 rd /4 th ONLINE!	2,451,102	16	05/15/2001
WEEKLY BIBLE READER	1,171,181	16, 38	09/29/1981
YOUNG LEARNERS	2,789,433	16	12/02/2003

TRADEMARK
REEL: 003351 FRAME: 0918

TRADEMARK
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TRADEMARK APPLICATIONS

<u>TRADEMARK</u>	<u>APPLICATION NUMBER</u>	<u>CLASS</u>	<u>FILING DATE</u>	<u>NOTICE OF ALLOWANCE</u>
INSPIRALINK	78/547,512	28	01/14/2005	01/31/06
LIFE ON LOAN	78/569,583	16	02/17/2005	02/21/06
LIFE ON LOAN	78/569,623	09	02/17/2005	02/21/06
ON LOAN	78/569661	16	02/17/2005	02/21/06
REFUGE	78/690,276	16	08/11/2005	-
TRADING PLACES WHERE JESUS MAKES A WORLD OF DIFFERENCE	78/520,127	16	11/19/2004	01/10/06

[END OF EXHIBIT A]

ASSIGNMENT OF TRADEMARKS, SERVICE MARKS AND TRADE NAMES

Standex International Corporation, a Delaware corporation, also having done or doing business as Standard Publishing, Standard Publishing Company, Standard Publishing Corporation and Standard Publishing Foundation ("Assignor"), for good and valuable consideration, receipt of which is hereby acknowledged, by these presents does hereby irrevocably assign, transfer and convey, free from all restrictions and limitations, unto Standard Publishing Group LLC, a Delaware limited liability company ("Assignee"), its successors and assigns, all right, title and interest, in perpetuity, throughout the universe in and to all of the trademarks, service marks and trade names that were specifically developed by or for, or specifically used by or in connection with, the business of its Standard Publishing division (but specifically excluding any rights to the use of the name "Standex"), together with all goodwill attendant thereto and/or symbolized by such trademarks, service marks and trade names, including but not limited to those trademarks, service marks and trade names as listed on Schedule A annexed hereto, together with any and all renewals and extensions thereof, along with any and all claims for past infringement, and the right to initiate suit and obtain damages and other forms of relief, both legal and equitable, arising from infringement, misappropriation or other violation whether prior to or subsequent to the date hereof, of any of such trademarks, service marks and trade names, or of any proprietary or other rights in any or all such trademarks, service marks and trade names (the "Trademarks").

TO HAVE AND TO HOLD the aforementioned properties, assets and rights unto Assignee, its successors and assigns, to and for its use forever.

Assignor shall promptly, upon the request of Assignee, execute such other documents and/or instruments of assignment, transfer and conveyance as Assignee may reasonably request to permit Assignee to record the assignment made by this instrument or any other documents Assignee may reasonably deem necessary or advisable to effectuate the terms and intent of this Assignment. Without limiting the foregoing, Assignor hereby irrevocably appoints Assignee and each of Assignee's officers signing singly as attorney-in-fact with full power (and coupled with an interest), with full power of substitution, to be Assignor's true and lawful attorney, in Assignor's name, place and stead, to execute, acknowledge, swear to and file all documents (including but not limited to any instrument of assignment, transfer and/or conveyance) and to take all actions which Assignee deems necessary, appropriate or desirable to effectuate the parties' intent under this Assignment.

[SIGNATURES ON FOLLOWING PAGES]

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TRADEMARK
REEL: 003351 FRAME: 0920

TRADEMARK
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IN WITNESS WHEREOF, Assignor has caused this Assignment to be duly executed as of July 6, 2006.

Standex International Corporation, a Delaware corporation

By: [Signature]
Name: Timothy S. O'Neil
Title: Treasurer

A C K N O W L E D G E M E N T

State of New York)
) ss:
County of New York)

On the 5th day of July in the year 2006 before me, the undersigned, personally appeared Timothy S. O'Neil personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her capacity, and that by his/her signature on the instrument, the individual, or the person upon behalf of which the individual acted, executed the instrument.

[Signature]
Notary Public

Standard Publishing Group LLC

By: [Signature]
Name: R. Kenneth Bryant
Title: Vice President

JANE A. DWYER
Notary Public, State of New York
No. 31-4889935
Qualified in New York County
Commission Expires April 20, 2007

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TRADEMARK
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TRADEMARK
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ACKNOWLEDGEMENT

State of New York)
) ss:
County of)

On the 5th day of July in the year 2006 before me, the undersigned, personally appeared R Kenneth Bryant personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her capacity, and that by his/her signature on the instrument, the individual, or the person upon behalf of which the individual acted, executed the instrument.


Notary Public

JANE A. DWYER
Notary Public, State of New York
No. 31-4889935
Qualified in New York County
Commission Expires April 20, 2007

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TRADEMARK
REEL: 003351 FRAME: 0922

TRADEMARK
REEL: 004235 FRAME: 0030

SCHEDULE A**TRADEMARK REGISTRATIONS**

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WEEKLY BIBLE READER	1,171,181	16, 38	09/29/1981
YOUNG LEARNERS	2,789,433	16	12/02/2003

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TRADEMARK
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TRADEMARK
REEL: 004235 FRAME: 0031

TRADEMARK APPLICATIONS

<u>TRADEMARK</u>	<u>APPLICATION NUMBER</u>	<u>CLASS</u>	<u>FILING DATE</u>	<u>NOTICE OF ALLOWANCE</u>
NSPIRALINK	78/547,512	28	01/14/2005	01/31/06
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LIFE ON LOAN	78/569,623	09	02/17/2005	02/21/06
ON LOAN	78/569661	16	02/17/2005	02/21/06
REFUGE	78/690,276	16	08/11/2005	-
TRADING PLACES WHERE JESUS MAKES A WORLD OF DIFFERENCE	78/520,127	16	11/19/2004	01/10/06

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TRADEMARK
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TRADEMARK
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STATE TRADEMARKS

TENNESSEE TRADEMARK

CLASS

EXPIRATION

CHRISTIAN STANDARD

38

8/23/09

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TRADEMARK
REEL: 003351 FRAME: 0925

TRADEMARK
REEL: 004235 FRAME: 0033

COMMON LAW TRADEMARKS

MARK

Bean Sprouts
4 and 5
Adult Bible Class
Adult Visuals
Bible Teacher and Leader
Bringing the Bible to Life
Discovering Together
Encounter
Family Fun
Instant Center
My Bible Pals
My Bible Picture Album
Mystery Ink
Night Light (caricature)
Pict-o-graph
Quick Steps
Ready Center
Road Rally 2000
Scripture Bites (not on product)
Standard Publishing
Waterpaint

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RECORDED: 07/19/2006

TRADEMARK
REEL: 003351 FRAME: 0926

RECORDED: 07/01/2010

TRADEMARK
REEL: 004235 FRAME: 0034