

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
Knowledge Universe, Inc.		10/13/2010	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Knowledge Universe LLC		
Street Address:	c/o Maron & Sandler		
Internal Address:	1250 Fourth Street		
City:	Santa Monica		
State/Country:	CALIFORNIA		
Postal Code:	90401		
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	2635818	KNOWLEDGE LEARNING CORPORATION	
Registration Number:	2423742	KNOWLEDGE BEGINNINGS	
Registration Number:	2832193	KNOWLEDGE UNIVERSE	
CORRESPONDENCE DATA			
Fax Number:	(212)813-5901		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-813-5900		
Email:	anicolescu@fzlz.com		
Correspondent Name:	DAVID EHRLICH		
Address Line 1:	FROSS ZELNICK LEHRMAN & ZISSU, P.C.		
Address Line 2:	866 UNITED NATIONS PLAZA		
Address Line 4:	NEW YORK, NEW YORK 10017		
ATTORNEY DOCKET NUMBER:	KNUW 1001329		
NAME OF SUBMITTER:	David Ehrlich		

CH \$90.00 2635818

900173862

TRADEMARK
REEL: 004295 FRAME: 0376

Signature:	/anca nicolescu/
Date:	10/13/2010
Total Attachments: 1 source=Executed assignment to Knowledge Univers LLC (F0694039)#page1.tif	

ASSIGNMENT

WHEREAS, Knowledge Universe, Inc., a Delaware corporation ("Assignor"), is the owner of the following trademark registrations in the United States:

TRADEMARK	REGISTRATION NO.
KNOWLEDGE LEARNING CORPORATION	2,635,818
KNOWLEDGE BEGINNINGS	2,423,742
KNOWLEDGE UNIVERSE	2,832,193

WHEREAS, Knowledge Universe LLC, a California limited liability company, whose address is c/o Maron & Sandler, 1250 Fourth Street, Santa Monica, California 90401 ("Assignee"), is desirous of acquiring said registrations and all associated goodwill in said trademarks;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to said trademarks and the above-named registrations therefor, together with the goodwill of the business symbolized by said trademarks, and with all claims that could be asserted by Assignor arising out of or relating to the use or ownership of said trademarks.

Knowledge Universe, Inc.

By: 

Name: Stanley E. Maron

Title: Secretary

Date of Signature: October 13, 2010