

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
The World Company		11/05/2010	CORPORATION: KANSAS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Story Market, L.L.C.		
<b>Street Address:</b>	609 New Hampshire Street		
<b>City:</b>	Lawrence		
<b>State/Country:</b>	KANSAS		
<b>Postal Code:</b>	66044		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: KANSAS		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	77880864	STORYMARKET	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(913)647-9057		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
<b>Phone:</b>	913-647-9050		
<b>Email:</b>	semert@hoveywilliams.com		
<b>Correspondent Name:</b>	Hovey Williams LLP		
<b>Address Line 1:</b>	10801 Mastin Blvd.		
<b>Address Line 2:</b>	Sutie 1000		
<b>Address Line 4:</b>	Overland Park, KANSAS 66210		
<b>ATTORNEY DOCKET NUMBER:</b>	41256		
<b>NAME OF SUBMITTER:</b>	Michael B. Hurd		
<b>Signature:</b>	/Michael B. Hurd/		
<b>Date:</b>	11/10/2010		

CH \$40.00 77880864

Total Attachments: 3

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## ASSIGNMENT

This Agreement is entered into by and between The World Company (hereinafter "Assignor"), a corporation duly organized under the laws of the State of Kansas having an address of 609 New Hampshire Street, Lawrence, Kansas 66044, and Story Market, L.L.C. (hereinafter "Assignee"), a limited liability company duly organized under the laws of the State of Kansas having an address of 609 New Hampshire Street, Lawrence, Kansas 66044.

WHEREAS, Assignor has filed Application Serial No. 77/880,864 (hereinafter "the Application") to seek registration of the mark STORYMARKET (hereinafter "the Mark") with the United States Patent and Trademark Office, the Application having been filed on November 25, 2009; and

WHEREAS, Assignee is desirous of acquiring all right, title and interest in, to and under the Mark and the Application.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor and Assignee hereby agree as follows:

1. Assignor has sold, assigned and transferred, and by these presents does sell, assign and transfer unto Assignee all of Assignor's right, title and interest, throughout the world, in, to and under the Mark, the Application, and any and all registrations which be granted for the Mark in the United States of America and all foreign countries thereto, together with the good will of the business symbolized by the Mark and the right to sue for and collect on all claims for damages by reason of past infringement of the Mark.

2. Assignee has and hereby accepts the foregoing sale, assignment and transfer of rights.

This Agreement is executed this FIFTH day of NOVEMBER, 2010.

ASSIGNOR:

The World Company

*Ralph D Gage Jr*

Ralph D. Gage, Jr.  
Director, Special Projects

STATE OF KANSAS            )  
  ) ss.  
COUNTY of DOUGLAS        )

On this 5<sup>th</sup> day of November, 2010, before me personally appeared Ralph D. Gage, Jr., Director, Special Projects, of The World Company, to me known to be the person described in and who executed the foregoing instrument, and who duly acknowledged to me that he executed the same for the uses and purposes therein set forth.

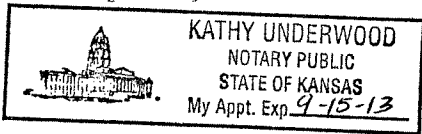
*Kathy Underwood*

Notary Public

My Commission expires:

9-15-2013

[SEAL]



ASSIGNEE:

Story Market, L.L.C.

By *[Signature]*  
Printed Name: **DAN C. SIMONS**  
Title: **MANAGER**

STATE OF KANSAS        )  
  ) ss.  
COUNTY of DOUGLAS    )

On this 5<sup>th</sup> day of November, 2010, before me personally appeared Dan C. Simons, to me known to be the person described in and who executed the foregoing instrument, and who duly acknowledged to me that he executed the same for the uses and purposes therein set forth.

*Kathy Underwood*  
Notary Public

My Commission expires:

9-15-2013  
[SEAL]

