

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Student Life, Inc.		09/01/2010	CORPORATION: ALABAMA

**RECEIVING PARTY DATA**

Name:	The Navigators
Street Address:	3820 North 30th Street
City:	Colorado Springs
State/Country:	COLORADO
Postal Code:	80904
Entity Type:	Nonprofit corporation: COLORADO

**PROPERTY NUMBERS Total: 8**

Property Type	Number	Word Mark
Serial Number:	77445112	JUST LIKE CHRIST
Serial Number:	77431741	31 VERSES EVERY TEENAGER SHOULD KNOW
Serial Number:	77590435	FLIP
Registration Number:	3636709	31 VERSES EVERY TEENAGER SHOULD KNOW
Registration Number:	2896797	ALL THINGS TO ALL PEOPLE
Registration Number:	2997273	LOVE GOD. LOVE PEOPLE
Registration Number:	2930799	LGLP
Registration Number:	3122911	HELPING PEOPLE KNOW CHRIST THROUGH HIS WORD

**CORRESPONDENCE DATA**

Fax Number: (719)633-1518  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 719-473-3800  
 Email: jill.chalmers@hro.com  
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**900178254**

**TRADEMARK  
 REEL: 004428 FRAME: 0262**

**OP \$215.00 77445112**

Address Line 2: Holme Roberts & Owen LLP  
Address Line 4: Colorado Springs, COLORADO 80903

ATTORNEY DOCKET NUMBER:	13728-01100
NAME OF SUBMITTER:	Jill J. Chalmers
Signature:	/jill j. chalmers/
Date:	12/08/2010

Total Attachments: 4  
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## TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment") dated as of September 1, 2010, is by and among The Navigators, a Colorado nonprofit corporation ("Purchaser"), Clarity Publishers, Inc., an Alabama corporation ("Clarity"), and Student Life, Inc., an Alabama corporation ("Student Life").

WHEREAS, Purchaser, Clarity, Student Life and certain other parties are parties to an Asset Purchase Agreement, of even date herewith (the "Purchase Agreement");

WHEREAS, Clarity is the sole and exclusive owner of the United States trademark registrations for the following trademarks (the "Clarity Trademarks") and further is the sole and exclusive owner of all goodwill related therewith:

<u>Trademark</u>	<u>Registration Number</u>
Student Life Bible Study	3737320
Life Bible Study	3486923

WHEREAS, Student Life is the sole and exclusive owner of the United States trademark applications and registrations for the following trademarks (the "Student Life Trademarks") and further is the sole and exclusive owner of all goodwill related therewith:

<u>Trademark</u>	<u>Registration or Application Number</u>
Just Like Christ	77/445112
31 Verses Every Teenager Should Know	77/431741
31 Verses Every Teenager Should Know	3636709
All Things to All People	2896797
Love God. Love People.	2997273
LGLP	2930799
Helping People Know Christ Through His Word	3122911
FLIP	77/590435

WHEREAS, Purchaser is desirous of acquiring all right, title and interest in the Clarity Trademarks and the Student Life Trademarks (collectively, the "Trademarks") and the goodwill related therewith.

NOW, THEREFORE, in consideration of the premises, the mutual covenants contained herein and in the Purchase Agreement, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereby agree as follows:

1. Assignment. Clarity and Student Life hereby transfer and assign to Purchaser all right, title and interest in and to the Trademarks together with the goodwill of the business symbolized by the Trademarks, all registrations and applications therefor, all renewals therefor, all proceeds therefor and the right to sue for past, present and future infringements.

2. Miscellaneous. Each party hereto agrees, upon the reasonable request of the other party hereto, to make, execute, and deliver any other documents or instruments of any kind or character, and to perform any other acts as may be reasonably necessary or desirable to properly carry out the terms and provisions of this Assignment. This Assignment shall be construed and interpreted according to the internal substantive laws of the state of Colorado, excluding any choice of law rules that may direct the application of the laws of another state. This Assignment may be signed in one or more counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument. This Assignment shall be amended only in a writing signed by the parties to this Assignment. All of the terms and provisions of this Assignment shall be binding upon and shall inure to the benefit of the parties hereto and their respective transferees, successors and assigns.

*[Remainder of Page Left Intentionally Blank]*



IN WITNESS WHEREOF, the undersigned have executed (or caused to be executed) this Trademark Assignment as of the date first above written.

THE NAVIGATORS, a Colorado nonprofit corporation

By: \_\_\_\_\_

Name: Michael Miller

Title: President/Executive Publisher of NavPress

CLARITY PUBLISHERS, INC., an Alabama corporation

By: E. Randy Hall

Name: E. Randy Hall

Title: PRESIDENT

STUDENT LIFE, INC., an Alabama corporation

By: E. Randy Hall

Name: E. Randy Hall

Title: PRESIDENT

[Signature Page to Trademark Assignment]