

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
Creative Communications for the Parish, Inc.		07/30/2004	CORPORATION: MISSOURI

RECEIVING PARTY DATA

Name:	Bayard, Inc.
Street Address:	185 Willow Street
City:	Mystic
State/Country:	CONNECTICUT
Postal Code:	06355
Entity Type:	CORPORATION: CONNECTICUT

PROPERTY NUMBERS Total: 7

Property Type	Number	Word Mark
Registration Number:	1691480	HEALING WORDS
Registration Number:	1712677	LIVING FAITH
Registration Number:	2380577	THE BEDBUG BIBLE GANG
Registration Number:	2693748	THE BEDBUG BIBLE GANG
Registration Number:	2698047	THE BEDBUG BIBLE GANG
Registration Number:	2380698	THE BEDBUG BIBLE GANG
Registration Number:	2693747	THE BEDBUG BIBLE GANG

CORRESPONDENCE DATA

Fax Number: (314)480-1505
 Phone: 314.345.6450
 Email: kim.schlau@huschblackwell.com
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
 Correspondent Name: Ralph W. Kalish, Jr.
 Address Line 1: 190 Carondelet Plaza

CH \$190.00 1691480

900205962

**TRADEMARK
 REEL: 004652 FRAME: 0036**

Address Line 2: Husch Blackwell
Address Line 4: St. Louis, MISSOURI 63105

ATTORNEY DOCKET NUMBER:	55362.1
NAME OF SUBMITTER:	Ralph W. Kalish, Jr.
Signature:	/ralph w. kalish, jr./
Date:	10/31/2011

Total Attachments: 3
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Assignment of Servicemarks and Trademarks

ASSIGNMENT OF SERVICEMARKS AND TRADEMARKS made as of the 30th day of July, 2004, by Creative Communications for the Parish, Inc., a Missouri corporation with its principal place of business at Fenton, Missouri ("Assignor"), to Bayard, Inc. a Connecticut corporation with its principal place of business at Mystic, Connecticut ("Assignee").

RECITALS

Assignee and Assignor are parties to an Asset Purchase Agreement dated as of July 30, 2004 (the "Agreement"), pursuant to which Assignor has agreed to sell to Assignee and Assignee has agreed to buy from Assignor the Purchased Assets (as defined in the Agreement), including without limitation the servicemarks, trademarks and trade names of Assignor. Pursuant to the Agreement, Assignor has agreed to execute such instruments as the Assignee may reasonably request in order to more effectively assign, transfer, grant, convey, assure and confirm to Assignee and its successors and assigns, or to aid and assist in the collection of or reducing to possession by the Assignee of, all of such assets.

In accordance therewith, Assignor desires to transfer and assign to Assignee, and Assignee desires to accept the transfer and assignment of, all of Assignor's worldwide right, title and interest in, to and under Assignor's registered and unregistered domestic and foreign servicemarks, trademarks, trademark applications and trade names, including without limitation the servicemarks, trademarks, servicemark and trademark applications and trade names listed on Schedule A annexed hereto and incorporated herein by reference (all of the foregoing being referred to herein as the "Marks").

NOW, THEREFORE, Assignor, for and in exchange for the payment of the purchase price set forth in the Agreement, the receipt of which is hereby acknowledged, does hereby transfer and assign to Assignee, and Assignee hereby accepts the transfer and assignment of, all of Assignor's worldwide right, title and interest in, to and under the Marks, together with the goodwill of the business associated therewith and which is symbolized thereby, all rights to sue for infringement of any Mark, whether arising prior to or subsequent to the date of this Assignment of Servicemarks and Trademarks, and any and all renewals and extensions thereof that may hereafter be secured under the laws now or hereafter in effect in the United States, Canada and in any other jurisdiction, the same to be held and enjoyed by the said Assignee, its successors and assigns from and after the date hereof as fully and entirely as the same would have been held and enjoyed by the said Assignor had this Assignment of Servicemarks and Trademarks not been made.

Except to the extent that federal law preempts state law with respect to the matters covered hereby, this Assignment of Servicemarks and Trademarks shall be governed by and construed in accordance with the laws of the State of Missouri without giving effect to the principles of conflicts of laws thereof.

IN WITNESS WHEREOF, Assignor has caused its duly authorized officer to execute this Assignment of Servicemarks and Trademarks as of the date first above written.

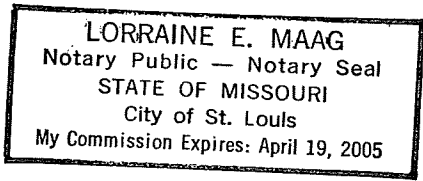
CREATIVE COMMUNICATIONS FOR THE PARISH, INC.

By: *Larry Neeb*
LARRY NEEB
Its President

STATE OF MISSOURI)
City) ss.: St. Louis
~~COUNTY OF ST. LOUIS~~)

On this 30th day of July, 2004, before me, *Lorraine E Maag* personally appeared Larry Neeb, President of Creative Communications for the Parish, Inc. and duly authorized agent for Creative Communications for the Parish, Inc., personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

Lorraine E Maag
Notary



SCHEDULE A

Registered Servicemarks and Trademarks

HEALING WORDS – Reg. No. 1,691,480

LIVING FAITH – Reg. No. 1,712,677

THE BEDBUG BIBLE GANG – Reg. No. 2,380,577

THE BEDBUG BIBLE GANG – Reg. No. 2,693,748

THE BEDBUG BIBLE GANG (and Design) – Reg. No. 2,698,047

THE BEDBUG BIBLE GANG (and Design) – Reg. No. 2,380,698

THE BEDBUG BIBLE GANG (and Design) – Reg. No. 2,693,747