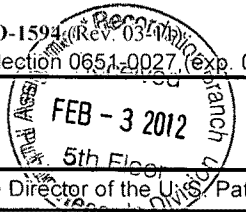


02/03/2012

DEPARTMENT OF COMMERCE  
Patent and Trademark Office



103640222



**RECORDATION  
TRADEMARK**

To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

02/3/12

**1. Name of conveying party(ies):**

LifeWay Christian Resources of the Southern Baptist Convention

- Individual(s)
- General Partnership
- Corporation- State: Tennessee, USA
- Other \_\_\_\_\_
- Association
- Limited Partnership

Citizenship (see guidelines) \_\_\_\_\_

Additional names of conveying parties attached?  Yes  No

**2. Name and address of receiving party(ies)**

Additional names, addresses, or citizenship attached?  Yes  No

Name: LifeWay Christian Resources

Internal Address: \_\_\_\_\_

Street Address: One LifeWay Plaza, MSN 187

City: Nashville

State: Tennessee

Country: USA Zip: 37234-0187

- Association
- General Partnership
- Limited Partnership
- Corporation
- Other \_\_\_\_\_

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
(Designations must be a separate document from assignment)

**3. Nature of conveyance /Execution Date(s) :**

Execution Date(s) October 11, 2010

- Assignment
- Security Agreement
- Other Assumed Corporate Name
- Merger
- Change of Name

**4. Application number(s) or registration number(s) and identification or description of the Trademark.**

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2,480,943

Additional sheet(s) attached?  Yes  No

**C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):**

BABYLIFE - Registration No. 2,480,943 issued August 21, 2001, Application Serial No. 76/009,840, filed March 24, 2000

**5. Name & address of party to whom correspondence concerning document should be mailed:**

Name: Edward D. Lanquist, Jr.

Internal Address: Waddey & Patterson P.C.

Street Address: 1600 Division Street, Suite 500

City: Nashville

State: Tennessee Zip: 37203

Phone Number: 615-242-2400

Fax Number: 615-242-2221

Email Address: edl@iplawgroup.com

**6. Total number of applications and registrations involved:**

1

**7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$40.00**

- Authorized to be charged to deposit account
- Enclosed

**8. Payment Information:**

02/03/2012 TLEE11 00000029 2480943

Deposit Account Number 23-0035 40.00 00

Authorized User Name Waddey & Patterson PC

**9. Signature:**

[Signature]  
Signature

1/30/12  
Date

Edward D. Lanquist, Jr.

Name of Person Signing

Total number of pages including cover sheet, attachments, and document:

3

State of Tennessee



Department of State  
Corporate Filings  
312 Eighth Avenue North  
6th Floor, William R. Snodgrass Tower  
Nashville, TN 37243

APPLICATION FOR  
REGISTRATION OF  
ASSUMED CORPORATE  
NAME

RECEIVED  
STATE OF TENNESSEE  
2010 OCT 11 AM 11:57  
For Office Use  
TRE HARGETT  
SECRETARY OF STATE

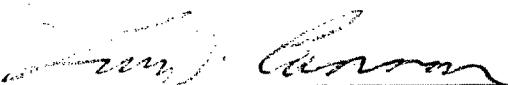
6781.2203

Pursuant to the provisions of Section 48-14-101(d) of the Tennessee Business Corporation Act or Section 48-54-101(d) of the Tennessee Nonprofit Corporation Act, the undersigned corporation hereby submits this application:

- The true name of the corporation is LifeWay Christian Resources of the Southern Baptist Convention
- The state or country of incorporation is Tennessee
- The corporation intends to transact business in Tennessee under an assumed corporate name.
- The assumed corporate name the corporation proposes to use is LifeWay Christian Resources

[NOTE: The assumed corporate name must meet the requirements of Section 48-14-101 of the Tennessee Business Corporation Act or Section 48-54-101 of the Tennessee Nonprofit Corporation Act.]

<u>October 11, 2010</u>	<u>LifeWay Christian Resources of the Southern Baptist Convention</u>
Signature Date	Name of Corporation

<u>Corporate Secretary</u>	
Signer's Capacity	Signature

Larry D. Cannon  
Name (typed or printed)



STATE OF TENNESSEE  
Tre Hargett, Secretary of State  
Division of Business Services  
William R. Snodgrass Tower  
312 Rosa L. Parks AVE, 6th FL  
Nashville, TN 37243-1102

WADDEY & PATTERSON, P.C.  
1600 DIVISION ST STE 500  
NASHVILLE, TN 37203

Request Type: Certified Copies  
Request #: 57317

Issuance Date: 01/27/2012  
Copies Requested: 1

Document Receipt

Receipt #: 614673  
Payment-Check/MO - WADDEY & PATTERSON, P.C., NASHVILLE, TN  
Filing Fee: \$20.00  
\$20.00

I, Tre Hargett, Secretary of State of the State of Tennessee, do hereby certify that **LIFEWAY CHRISTIAN RESOURCES OF THE SOUTHERN BAPTIST CONVENTION**, Control # 68508 was formed or qualified to do business in the State of Tennessee on 07/23/1921. LIFEWAY CHRISTIAN RESOURCES OF THE SOUTHERN BAPTIST CONVENTION has a home jurisdiction of DAVIDSON COUNTY and is currently in an Active status.

  
Tre Hargett  
Secretary of State

Processed By: Nichole Hambrick

The attached document(s) was/were filed in this office on the date(s) indicated below:

<u>Reference #</u>	<u>Date Filed</u>	<u>Filing Description</u>
6781-2203	10/14/2010	Assumed Name