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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
Education Center, Inc., The		106/29/2012	CORPORATION: NORTH CAROLINA

RECEIVING PARTY DATA

Name:	Education Center, LLC, The
Street Address:	3515 W. Market St., Suite 200
City:	Greensboro
State/Country:	NORTH CAROLINA
Postal Code:	27403
Entity Type:	LIMITED LIABILITY COMPANY: NORTH CAROLINA

PROPERTY NUMBERS Total: 47

Property Type	Number	Word Mark
Registration Number:	3206997	BE THE DIFFERENCE WITH THE MAILBOX
Registration Number:	3349344	BE THE DIFFERENCE WITH THE MAILBOX
Registration Number:	2046588	BOOKBAG
Registration Number:	2509222	BUSY KIDS
Registration Number:	2632623	BUSY KIDS
Registration Number:	1750127	CLASSROOM BEAUTIFUL
Registration Number:	3687105	FOR EVERY LEARNER
Registration Number:	3050912	HOLIDAYS & SEASONAL CELEBRATIONS
Registration Number:	2962551	HOLIDAYS & SEASONAL CELEBRATIONS
Registration Number:	3048483	HOLIDAYS & SEASONAL CELEBRATIONS
Registration Number:	3243167	IDEAS IN YOUR INBOX
Registration Number:	3201628	IDEAS IN YOUR INBOX
Registration Number:	2036427	LEARNING CENTER COLLECTION
Registration Number:	1909944	LEARNING CENTERS CLUB TRADEMARK

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Registration Number:	2042664	LEARNING LIBRARY
Registration Number:	2007560	LEARNING
Registration Number:	2022912	LEARNING
Registration Number:	2224394	LEARNING
Registration Number:	2188354	LIFESAVER LESSONS
Registration Number:	3598374	LITERACY IDEAS FOR TEACHERS
Registration Number:	2382753	MAGIC MOMENTS
Registration Number:	2532605	MAGIC MOMENTS
Registration Number:	2418482	PHENOMENAL PHONICS
Registration Number:	2276608	PHENOMENAL PHONICS
Registration Number:	2942038	RESOURCES FOR SUCCESSFUL TEACHING
Registration Number:	2207384	SUCCESSFUL TEACHING TODAY
Registration Number:	2865016	SUPERBOOK
Registration Number:	1796993	TEACHER'S HELPER
Registration Number:	2615525	THE #1 IDEA MAGAZINE FOR TEACHERS
Registration Number:	1831648	THE EDUCATION CENTER
Registration Number:	2084617	THE EDUCATION CENTER
Registration Number:	1990859	THE IDEA MAGAZINE FOR TEACHERS
Registration Number:	3130785	THE MAILBOX BE THE DIFFERENCE
Registration Number:	2826254	THE MAILBOX BOOK COMPANY
Registration Number:	2774379	THE MAILBOX COMPANION
Registration Number:	2860921	THE MAILBOX MAGIC
Registration Number:	3373912	THE MAILBOX SELECT
Registration Number:	2322961	THE MAILBOX
Registration Number:	1747086	THE MAILBOX
Registration Number:	1956096	THE MAILBOX
Registration Number:	2011024	THE MAILBOX
Registration Number:	2126384	THE MAILBOX
Registration Number:	2677327	THE TEACHER'S IDEA MAGAZINE FOR CHILDREN'S LITERATURE
Registration Number:	3199952	WHERE GREAT TEACHERS FIND GREAT IDEAS!
Registration Number:	2506493	WRITING WORKS!
Registration Number:	1954722	
Registration Number:	2099569	

CORRESPONDENCE DATA

Fax Number: 3363781001

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent

via US Mail.

Phone: 336-373-8850

Email: rcage@brookspierce.com

Correspondent Name: Rebecca L. Cage
Address Line 1: PO Box 26000

Address Line 4: Greensboro, NORTH CAROLINA 27420

NAME OF SUBMITTER:	Rebecca L. Cage
Signature:	/RebeccaLCage/
Date:	07/06/2012

Total Attachments: 12

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ASSIGNMENT

This Assignment ("Assignment"), is entered into this the 29th day of June, 2012, with intent to be effective as of 12:01 a.m. June 30, 2012, by and between The Education Center, Inc., a North Carolina corporation ("Assignor"), and Park Street, LLC, a North Carolina limited liability company ("Assignee"). Collectively, Assignor and Assignee are referred to herein as the "Parties."

WHEREAS, Assignee desires for Assignor to transfer to Assignee all of Assignor's right, title, privileges and interest in and to each of the trademarks, proprietary indicia, trade styles, trade dresses, logos, symbols, source identifiers, brand names, trade names, and designations identified in the attached Exhibit 1, as well as the associated trademark, service mark, and trade name rights and goodwill (collectively, the "Trademarks"); and

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged and deemed sufficient, for the matters recited in this Assignment, and for other valid and good consideration, the Parties agree as follows:

Assignor hereby conveys, assigns, quit-claims, delivers and transfers to Assignee all of Assignor's entire right, title, privileges, and interest in and to each and every of the Trademarks, together with all goodwill appurtenant thereto, all common law, statutory, state, federal, foreign and international rights thereto, and all registration(s) and application(s) for the registration of any of the Trademarks, whether such registration(s) or application(s) are made to the United States Patent and Trademark Office or any state, country, government, or foreign authority, including without limitation those application(s) and registration(s) set forth on the attached Exhibit 1, to be held and enjoyed by Assignee as fully and entirely as the same would have been held by Assignor had this assignment not been made. Included without limitation within this assignment are, and Assignor hereby expressly conveys, assigns and transfers all of Assignor's rights under any claim relating to any of the Trademarks that arose at any time prior and up to the conveyance of the Trademarks under this Assignment, including, without limitation, all rights to sue third parties for past infringement, dilution, cyber-piracy, unfair competition and counterfeiting of any of the Trademarks and to recover, collect and hold all damages, profits and other compensation arising from such third party's unlawful acts.

Assignee assumes and will indemnify, defend and hold harmless Assignor for any and all losses, liabilities, judgments, claims, taxes, assessments, damages and expenses, including legal fees, expenses and costs arising from or relating to any claim, whether arising, asserted or existing before or after the date of this Assignment, concerning any of the Trademarks or its/their use.

Assignee, shall execute, acknowledge and deliver any and all papers, transfers, or other documents or instruments that Assignee may determine necessary, in its reasonable discretion, to carry out the intent of this Assignment; provided, however, this Assignment shall be effective regardless of whether any such additional documents are executed. Assignor hereby irrevocably appoints Assignee and its duly authorized officers and

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agents as Assignor's agent and attorney-in-fact, which appointment is coupled with an interest, for and on Assignor's behalf, if Assignee is unable for any reason to secure Assignor's signature, to assign all of such ownership interest and rights to Assignee and to execute and file any such instruments or documents and to do all other lawfully permitted acts to further the intent of this Assignment, with the same legal force and effect as if executed by Assignor. Further, Assignor shall cooperate with Assignee or its counsel, but at Assignee's reasonable expense (other than expenses associated with the time of Assignor's employees), by providing, when requested, lawful and truthful testimony, affidavit(s), statement(s), and assistance relating to any of the Trademarks, the creation, nature and timing of its use of any of the Trademarks, and to any efforts to apply for, register, obtain, explain, record, protect, enforce, police, prosecute, defend, affirm, enhance, expand, divide, nationalize, continue, reissue, memorialize, document, assign, encumber, confirm, renew, or maintain any rights in any of the Trademarks. Assignor shall further do and perform all lawful and truthful acts that Assignee may determine necessary, in its reasonable discretion, to carry out the intent of this Assignment.

Signed under seal this the 29th day of June, 2012, with intent to be effective as of 12:01 a.m., June 30, 2012.

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THE EDUCATION CENTER, INC. (SE

Stephen Knight Pond, President

ASSIGNEE

PARK STREET, LLC (SEAL)

Stephen Knight Pond, Manage

Exhibit 1

See attached list of Trademarks

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Registered or Applied-for U.S. Trademarks The Education Center

	field of childhood education. (IC 009) Printed instructional, educational and teaching materials in the field of childhood education (IC 016) (Reg. No. 3,687,105)	FOR EVERY LEARNER
6/21/2009	Downloadable electronic instructional, educational and teaching materials, namely, providing on-line content in the	FOR EVERY LEARNER®
7/31/1988	Paper teaching aid kits consisting of bulletin board decorations and printed borders, posters, educational art pictures, educational printed charts and seasonal and holiday decorations. (IC 016) (Reg. No. 1,750,127)	CLASSROOM BEAUTIFUL®
1/31/1999	Computer services, namely, providing on-line publications in the nature of educational teacher resource materials for use in teaching childhood education. (IC 042) (Reg. No. 2,632,623)	BUSY KIDS®
1/31/1999	Printed teacher resource materials for use in teaching childhood education. (IC 016) (Reg. No. 2,509,222)	BUSY KIDS® .
6/26/1995	Magazine directed towards literature-based educational themes featuring book reviews, teaching ideas and classroom activities related to selected literature, literature calendars, bibliographies, author profiles, illustrator profiles, and teacher/parent communication suggestions. (IC 016) (Reg. No. 2,046,588)	BOOKBAG®
		BE THE DIFFERENCE WITH THE MAILBOX
6/1/2004	Mail order services for instructional and educational materials; printed and electronic instructional and educational materials. (IC 035) (Reg. No. 3,349,344)	BE THE DIFFERENCE WITH THE MAILBOX®
		BE THE DIFFERENCE WITH THE MAILBOX
6/1/2006	Downloadable electronic instructional, educational and teaching materials, namely, providing on-line content in the field of childhood education. (IC 009) (Reg. No. 3,206,997)	BE THE DIFFERENCE WITH THE MAILBOX®
CLAIMED FIRST USE DATE	GOODS/SERVICES	MARK/PROPER USAGE

Last updated: 12/30/2009 Printed: 5/31/2012

MARK/PROPER USAGE	GOODS/SERVICES	CLAIMED FIRST USE DATE
HOLIDAYS & SEASONAL CELEBRATIONS®	Printed educational resource materials for use in teaching. (Divisional) (IC 016) (Reg. No. 3,050,912) Principal Register	8/1/1996 .
4 Second Celebrations		
HOLIDAYS & SEASONAL: CELEBRATIONS®	Printed educational resource materials for use in teaching childhood education. (Divisional) (IC 016) (Reg. No. 2,962,551) Principal Register	8/1/1996
HOLIDAYS & SEASONAL CELEBRATIONS®	Computer services, namely, providing information in the field of education. (IC 041) (Reg. No. 3,048,483) Principal Register	11/14/2002
CONTROL CHARMONS U		
IDEAS IN YOUR INBOX®	Providing online information and ideas in the field of childhood education available on a subscription basis. (IC 041) (Reg. No. 3,243,167) Supplemental Register	10/1/2005
IDEAS IN YOUR INBOX®	Mail order services featuring instructional and educational materials for childhood education; computerized retail	10/1/2005
DEAS IN YOUR INBOX	services in the field of educational materials for childhood education. (IC 035) (Reg. No. 3,201,628)	
LEARNING CENTER COLLECTION®	Printed (literature)—materials, namely educational materials—and instructional aids featuring thematic learning programs—for language arts, math and basic skills development (IC 016) (Reg. No. 2,036,427)	10/1994
LEARNING CENTERS CLUB®	Paper teaching aids, namely cards, sheets, [binders, books,] and patterns for thematic learning activities and related instructional guides. (IC 016) Gameboards. (IC 028) (Red. No. 1,909,944)	2/29/1992
	Gailleboalds. (10 020) (10g. 10g. 1,000,017)	<u></u>

Last updated: 12/30/2009 Printed: 5/31/2012

TRADEMARK

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Registered or Applied-for U.S. Trademarks The Education Center

•		A	
	9/30/1997	Series of educational books for parents featuring information on parent and child interactive projects, and fostering unsupervised and supervised child-oriented at-home projects. (IC 016) (Reg. No. 2,382,753)	MAGIC MOMENTS®
		bibliographies, author profiles, illustrator profiles, and teacher/parent communication suggestions. (IC 016) (Reg. No. 3,598,374)	
	8/1/2003	Magazine directed towards literature-based educational themes featuring book reviews, teaching ideas and classroom activities related to selected literature. Iterature calendars	LITERACY IDEAS FOR TEACHERS®
		Computer services, namely, providing on-line books and journals directed to teachers containing suggestions for classroom management. (IC 042) (Reg. No. 2,188,354)	
	4/30/1997 11/12/1997-(IC 042)	Compilations, namely, books, journals and printed instructional and teaching materials directed to teachers containing suggestions for classroom management. (IC 016)	LIFESAVER LESSONS®
	·	services, namely, providing on-line publications in the nature of electronic resource materials for use in teaching. (IC 042) (Reg. No. 2,224,394)	•
= •••	6/7/1996	Computer services, namely, providing on-line educational information relating to teaching materials. (IC 041) Computer	LEARNING®
·= ; ; !	7/6/1972	Publications, namely magazines-related to teaching. (IC 016) (Reg. No. 2,022,912)	LEARNING®
``	8/1985	Publications, namely magazines-related to teaching. (IC 016) (Reg. No. 2,007,560)	LEARNING®
_ 771	7/27/1987	Publications, namely, books related to teaching: (IC 016) (Reg. No. 2,042,664)	LEARNING LIBRARY®
	CLAIMED FIRST USE DATE	GOODS/SERVICES	MARK/PROPER USAGE

Last updated: 12/30/2009 Printed: 5/31/2012

Registered or Applied-for U.S. Trademarks The Education Center

	3/17/1998	Printed book series containing classroom and curricula teaching aids and units. (IC 016) (Reg. No. 2,865,016)	SUPERBOOK®
		the nature of reply cards. (IC 035) Computer services, namely, providing on-line journals, books, articles, newsletters and magazines related to teaching. (IC 042) (Reg. No. 2,207,384)	
	4/30/1996 (IC 042)	newsletters and magazines related to teaching. (IC 016) Direct mail advertising of educational products and services in	טסססרטטי טר וראסווועס ויסטאופי
	1/21/1005	Printed literature and instructional aids, colorfully illustrated oversized books. Bublications promote printed in male books articles	STORYBOOK GLUB
, ——		Educational products, namely, teacher resource materials, both printed and online.	SOUNDS LIKE FUN™
			RESOURCES FOR SUCCESSFUL TEACHING
	8/31/1998	Educational and teaching magazines and product resource guides. (IC 016) (Reg. No. 2,942,038)	RESOURCES FOR SUCCESSFUL TEACHING®
		materials, resource materials and worksheets; and magazines in the field of teaching. (IC 016) Conducting educational seminars relating to teaching. (IC 041) (Reg. No. 2,276,608)	
	10/31/1997 .11/31/1997 (IC .041)	Printed educational materials in the field of teaching, namely, lesson planners, teacher resource books and seminar resource books, seminar handouts, seminar reference	PHENOMENAL PHONICS®
••	5/3/2000	Computer services, namely, providing on-line journals, books, magazines, articles, resource manuals and worksheets relating to teaching. (IC 042) (Reg. No. 2,418,482)	PHENOMENAL PHONICS®
. , , , ,	5/1/1997	Providing educational information to parents regarding parent and child interactive projects and unsupervised and supervised child-oriented at-home projects via a global computer network. (IC 041) (Reg. No. 2,532,605)	MAGIC MOMENTS®
	CLAIMED FIRST USE DATE	GOODS/SERVICES	MARK/PROPER USAGE

Last updated: 12/30/2009 Printed: 5/31/2012

Registered or Applied-for U.S. Trademarks The Education Center

MARK/PROPER USAGE	GOODS/SERVICES	CLAIMED FIRST USE DATE
TEACHER'S HELPER®	Magazine containing worksheets for use in education by students. (IC 016) (Reg. No. 1,796,993)	7/27/1992
THE #1 IDEA MAGAZINE FOR	Mail order services for instructional and educational materials containing teaching ideas, literature-based activities, art	3/1993
I EACHENGE	activities, bulletin board suggestions, games, activity cards, manipulatives, teaching resource materials and reproducibles. (IC 035) (Reg. No. 2,615,525)	·
THE EDUCATION CENTER®	Mail order services in the field of teaching materials. (IC 042) (Reg. No. 1,831,648)	6/6/1974
THE EDUCATION CENTER®	Computer services, namely, providing on-line publication in the nature of educational resource materials for use in teaching. (IC 042) Computer services, namely, providing online educational information. (IC 041) (Reg. No. 2,084,617)	6/7/1996
THE IDEA MAGAZINE FOR TEACHERS®	Printed instructional and educational materials containing teaching ideas, literature-based activities, art activities, bulletin	1/1/1985
•	board suggestions, games, activity cards, manipulatives, teaching resource materials and reproducibles. (IC 016) (Reg. No. 1,990,859)	
THE MAILBOX BE THE DIFFERENCE®	Printed instructional, educational and teaching materials in the field of childhood education. (IC 016) Downloadable electronic instructional, educational and teaching materials,	6/1/2004 8/1/2004 (IC 009)
THE MAILBOX BE THE DIFFERENCE	namely, providing on-line content in the field of childhood education. (IC 009) Mail order services featuring instructional and educational materials. (IC 035) (Reg. No. 3,130,785)	,
THE MAILBOX BOOK COMPANY®	Printed educational materials for use in teaching childhood education. (IC 016) Computer services, namely, providing information in the field of childhood education. (IC 041) Computerized on-line retail services in the field of educational books. (IC 035) (Reg. No. 2,826,254)	3/2000

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Registered or Applied-for U.S. Trademarks The Education Center

	4/30/1979 8/1/1991 (IC 035)	Printed instructional and educational materials containing 4/30/1979 teaching ideas, literature-based activities, art activities, bulletin 8/1/1991 (IC 035) board suggestions, games, activity cards, manipulatives, teacher resource materials and reproducibles. (IC. 016) Direct mail advertising of educational products and services in the nature of reply cards. (IC 035) (Reg. No. 1,956,096)	THE MAILBOX®
771	4/30/1979	Magazine for teachers. (IC 016) (Reg. No. 1,747,086)	THE MAILBOX®
	.•	cards, thematic learning activities, homework assignments, awards, incentives, certificates, book reviews, bibliographies, author profiles and illustrator profiles. (IC 042) (Reg. No. 2,322,961)	
• 21	6/6/1996	Computer services in the field of education, namely, providing on line educational content in the form of names, positivity	THE MAILBOX®
		education. (IC 035) Printed instructional, educational and teaching materials for use in the field of childhood education. (IC 016) Providing online information and ideas in the field of childhood education, available on a subscription basis. (IC 041) (Reg. No. 3,373,912)	THE MAILBOX ORIGINATION
	8/31/2005	Mail order services featuring instructional and educational materials for childhood education; computerized retail services in the field of educational materials for childhood	THE MAILBOX SELECT®
	9/2002	Printed educational resource materials for use in teaching. (IC 016) Computer services, namely, providing on-line content in the nature of educational resource materials for use in teaching. (IC 042) (Reg. No. 2,860,921)	THE MAILBOX MAGIC®
		topic sections, calendars, awards, grade-specific reproducibles, searchable index, forms, clip art and other materials in the field of educational resource materials for use in teaching. (IC 042) (Reg. No. 2,774,379)	
1	6/12/1999	Computer services, namely, providing an on-line magazine supplement containing magazine extenders, periodic articles	THE MAILBOX COMPANION®
	CLAIMED FIRST USE DATE	GOODS/SERVICES	MARK/PROPER USAGE

Last updated: ·12/30/2009 Printed: 5/31/2012

The Education Center Registered or Applied-for U.S. Trademarks

		(1 mg. 100 11 mm)	3
	. 12/31/1979	Printed instructional and educational materials featuring teaching ideas, literature-based activities, art activities, games, manipulatives, bulletin board suggestions, activity cards, teacher resource books and reproducibles. (IC 016) (Ren. No. 1 054 792)	
**************************************	11/30/1999	Printed teaching materials in the field of pedagogy. (IC 016) (Reg. No. 2,506,493)	WRITING WORKSI®
			WHERE GREAT THACHERS FIND GREAT THACH
•	10/1/2001	Providing online information and ideas in the field of childhood education. (IC 041) (Reg. No. 3,199,952)	WHERE GREAT TEACHERS FIND GREAT IDEASI®
		activities related to selected literature, literature calendars, bibliographies, author profiles, illustrator profiles, and teacher/parent communication suggestions. (IC 016) (Reg. No. 2,677,327)	
	6/30/1995	Magazine directed towards literature-based educational themes featuring book reviews, teaching ideas and classroom	THE TEACHER'S IDEA MAGAZINE FOR CHILDREN'S LITERATURE®
			THE MAILBOX® BOOKBAG®
	. 6/7/1996	Computer services in the field of education, namely, providing on-line teaching ideas, literature-based activities, art activities, bulletin board suggestions, teacher resource materials, reproducibles and teacher/parent communication ideas. (IC 042) (Reg. No. 2,126,384)	THE MAILBOX®
		compact discs; featuring, instructional and educational materials containing teaching ideas, literature-based activities, art activities, bulletin board suggestions, games, activity cards, teacher resource materials and reproducibles. (IC 009) (Reg. No. 2,011,024)	
,	CLAIMED FIRST USE DATE	GOODS/SERVICES	MARK/PROPER USAGE

Last updated: 12/30/2009 Printed: 5/31/2012

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Shaded = Inactive
Red = Supplemental .

The Education Center Registered or Applied-for U.S. Trademarks

3	MARK/PROPER USAGE	
Computer services, namely, providing on-line educational information. (IC. 041) Computer services, namely, providing on-line publications in the nature of educational resource materials for use in teaching. (IC. 042) (Reg. No. 2,099,569)	GOODS/SERVICES	
 6/7/1996	CLAIMED FIRST USE DATE	

Last updated: 12/30/2009 Printed: 5/31/2012

SOSID: 1261575 Date Filed: 7/3/2012 2:25:00 PM Elaine F. Marshall North Carolina Secretary of State

C201218500197

State of North Carolina Department of the Secretary of State

Limited Liability Company AMENDMENT OF ARTICLES OF ORGANIZATION

Pursuant to §57C-2-22 of the General Statutes of North Carolina, the undersigned limited liability company hereby submits the following Articles of Amendment for the purpose of amending its Articles of Organization.

- 1. The name of the limited liability company is Park Street, LLC.
- 2. The text of each amendment adopted is as follows:

Article 1 shall be deleted and replaced as follows:

- "1. The name of the limited liability company is The Education Center, LLC."
- 3. The amendment was duly adopted by the unanimous vote of the members of the limited liability company.
- 4. These articles will be effective upon filing.

This the 29th day of June, 2012.

PARK STREET, LLC

Stephen Knight Pond, Manager

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