

## TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Correct errors made in previously recorded documents that erroneously affect the identified registration (Reel/Frame Nos: 3539/0908 and 3565/0365)		
CONVEYING PARTY DATA			
	Name	Formerly	Execution Date
	Servizi Consortili Costa Smeralda S.p.A.		07/17/2012
			JOINT STOCK COMPANY: ITALY
RECEIVING PARTY DATA			
Name:	Servizi Consortili Costa Smeralda S.p.A.		
Street Address:	CASA 1/A, ARZACHENA		
Internal Address:	PORTO CERVO		
City:	SASSARI		
State/Country:	ITALY		
Postal Code:	07021		
Entity Type:	JOINT STOCK COMPANY: ITALY		
PROPERTY NUMBERS Total: 1			
	Property Type	Number	Word Mark
	Registration Number:	3129076	COSTA SMERALDA
CORRESPONDENCE DATA			
Fax Number:	6124927077		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	612-492-7000		
Email:	ip@fredlaw.com		
Correspondent Name:	Patricia A. Larson, Senior Paralegal		
Address Line 1:	Fredrikson & Byron, P.A.		
Address Line 2:	200 S. Sixth Street, Suite 4000		
Address Line 4:	Minneapolis, MINNESOTA 55402-1425		
DOMESTIC REPRESENTATIVE			
Name:			

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Address Line 1:  
Address Line 2:  
Address Line 3:  
Address Line 4:

NAME OF SUBMITTER:	Patricia A. Larson
Signature:	/Patricia A. Larson/
Date:	07/19/2012
Total Attachments: 2 source=Declaration for COSTA SMERALDA & Design (signed)#page1.tif source=Declaration for COSTA SMERALDA & Design (signed)#page2.tif	

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**Mark:** COSTA SMERALDA & Design  
**Registration No:** 3,129,076

**DECLARATION OF MICHAEL L. DEMARCO**

I, Michael L. DeMarco, Chief Financial Officer of Peoples Education, Inc., a Delaware corporation, hereby provides the following information relating to the U.S. trademark registration COSTA SMERALDA & Design, Registration Number 3,129,076 (the "Registration" and/or the "Application").

The present Registration contains errors relating to the ownership. The manner in which the mistakes arose is as follows:

- On May 9, 2007, the law firm of McGill & LaNoce filed a Trademark Assignment between Peoples Education, Inc. and Sovereign Bank for numerous U.S. trademark applications and/or registrations with the U.S. Trademark Office, Assignment Division (the "Assignment"). [Reel: 3539/Frame: 0908.] However, the Assignment inadvertently reflected serial no. 76613262 as 78613262. Therefore, the Assignment was recorded against the wrong U.S. trademark application (i.e., the Registration).
- On June 21, 2007, David L. Mitchell, filed a "CORRECTIVE ASSIGNMENT TO CORRECT THE NATURE OF CONVEYANCE INCORRECTLY RECORDED AND PREVIOUSLY RECORDED ON REEL 003539 FRAME 0908. ASSIGNOR(S) HEREBY CONFIRMS THE NATURE OF CONVEYANCE AS INCORRECT AND SHOULD BE RECORDED AS A SECURITY INTEREST" (the "Security Interest"). The Security Interest between Peoples Education, Inc. and Sovereign Bank was filed for numerous U.S. trademark applications and/or registrations with the U.S. Trademark Office, Assignment Division (the "Assignment"). [Reel: 3565/Frame: 0365.] However, the Security Interest inadvertently reflected serial no. 76613262 as 78613262. Therefore, the Security Interest was recorded against the wrong U.S. trademark application (i.e., the Registration).
- The true chain of title for the Registration should not be considered altered by the erroneous Assignment and/or Security Interest and the original registrant, Servizi Consortili Costa Smeralda S.p.A., has been and continues to be the owner of the Registration.
- The incorrect information concerning the ownership of the Registration was not detected until the upcoming deadline for the required Section 8 & Section 15 Declaration filings.

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- In light of the circumstances, I believe that the incorrectly stated ownership of the Registration occurred in good faith, thus meeting the statutory requirements of 15 U.S.C. § 1057.

The undersigned being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001, and that such willful false statements may jeopardize the validity of the Registration, declares that he is properly authorized to execute this Declaration on behalf of the owner; that he believes the owner as stated herein to be the owner of the trademark; and all statements made of his own knowledge are true and all statements made on information and belief are believed to be true.

PEOPLES EDUCATION, INC.

Date: 7/17/12, 2012

By:   
Print Name: Michael L. DeMarco  
Print Title: Chief Financial Officer

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