

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
Great Reading Resources, Inc.		07/30/2012	CORPORATION: MINNESOTA
RECEIVING PARTY DATA			
Name:	Coughlan Companies, Inc.		
Street Address:	1710 Roe Crest Drive		
City:	North Mankato		
State/Country:	MINNESOTA		
Postal Code:	56003		
Entity Type:	CORPORATION: MINNESOTA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2560665	CHILDREN'S LIBRARY RESOURCES	
CORRESPONDENCE DATA			
Fax Number:	6123351657		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	612-335-1448		
Email:	eric.paulsrud@leonard.com		
Correspondent Name:	Eric D. Paulsrud		
Address Line 1:	150 South 5th Street, Suite 2300		
Address Line 4:	Minneapolis, MINNESOTA 55402		
ATTORNEY DOCKET NUMBER:	33099.00003		
NAME OF SUBMITTER:	Eric D. Paulsrud		
Signature:	/Eric D. Paulsrud/		
Date:	08/02/2012		
Total Attachments: 2 source=Trademark Assignment - Great Reading Resources to Coughlan - 30-JUL-2012#page1.tif source=Trademark Assignment - Great Reading Resources to Coughlan - 30-JUL-2012#page2.tif			

OP \$40.00 2560665

TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT ("Trademark Assignment") is made and entered into effective as of July 30, 2012, by and among Great Reading Resources, Inc., a Minnesota corporation, 1710 Roe Crest Drive, North Mankato, MN 56003 ("Assignor"), and Coughlan Companies, Inc., a Minnesota corporation, 1710 Roe Crest Drive, North Mankato, MN 56003 ("Assignee").

WHEREAS, Assignor, is the owner of those United States Trademark Registrations listed on Schedule A attached hereto as well as any other registered or unregistered trademarks owned by Assignor and used in connection with Assignor's business ("Trademarks");

WHEREAS, Assignor is a subsidiary of Assignee and Assignor is hereby assigning and transferring all of its Trademark, all the goodwill associated with its Trademarks, and all other intellectual property assets to Assignee in connection with the corporate dissolution of Assignor;

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, and intending to be legally bound, Assignor does hereby sell, assign and transfer unto Assignee all right, title, and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademark, including the registrations for the Trademarks, as well as any and all claims, demands, causes of action, rights to sue or other rights occasioned from or because of any and all past infringement of such Trademarks and the right to collect damages therefor. Assignor further agrees that upon request, it shall execute any and all documents reasonably necessary to vest all rights, title and interest in and to the Trademarks and the registrations in Assignee. Assignor makes no representations or warranties concerning the Trademark.

This Trademark Assignment is binding on Assignor, its successors and assigns, and will inure to the benefit of the Assignee, its successors and assigns. Nothing in this Trademark Assignment, express or implied, is intended or shall be construed to confer upon, or give to, any person, corporation or entity other than Assignee, its successors and assigns, any remedy or claim under or by reason of this instrument, or any terms, covenants or conditions hereof, and all the terms, covenants and conditions in this instrument shall be for the sole and exclusive benefit of Assignee and its successors and assigns.

IN WITNESS WHEREOF, the undersigned has executed this Trademark Assignment as of the date first above written.

Great Reading Resources, Inc.,
a Minnesota corporation

By: Robert Coughlan
(Signature)

Its: SECRETARY
(Title)

SCHEDULE A

Mark	Registration No.	Registration Date
CHILDREN'S LIBRARY RESOURCES	2560665	April 9, 2002