

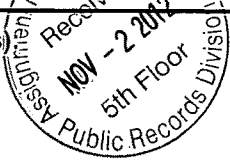
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RE



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

1. Name of conveying party(ies)

Thomas Nelson, Inc.

- Individual(s)
- Partnership
- Corporation- State: Tennessee, USA
- Other _____
- Association
- Limited Partnership

Citizenship (see guidelines) United States

Additional names of conveying parties attached? Yes No

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

Execution Date(s) October 29, 2012

- Assignment
- Security Agreement
- Other _____
- Merger
- Change of Name

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name: LifeWay Christian Resources of the So. Bapt. Con.

Street Address: One LifeWay Plaza, MSN 187

City: Nashville

State: Tennessee

Country: USA Zip: 37234-0187

- Individual(s) Citizenship _____
- Association Citizenship _____
- Partnership Citizenship _____
- Limited Partnership Citizenship _____
- Corporation Citizenship Tennessee, USA
- Other _____ Citizenship _____

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)

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

A. Trademark Application No.(s) _____ Text _____

B. Trademark Registration No.(s)

2,109,470

Additional sheet(s) attached? Yes No

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

2,109,470 - BIBLEMAN - Serial No. 74,656,435 - filed April 5, 1995 - Issued October 28, 1997

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

Docket Number: N3753

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:

11/06/2012 LMARTIN 00000040 2109470

Deposit Account Number 23-0035 40.00 DP

Authorized User Name Waddey & Patterson, P.C.

9. Signature:

Signature

Date

Edward D. Lanquist, Jr.

Total number of pages including cover sheet, attachments, and document: 2

Name of Person Signing

ASSIGNMENT OF TRADEMARK

WHEREAS, Thomas Nelson, Inc. (hereinafter "Assignor"), a corporation duly organized and existing under the laws of the state of Tennessee, United States of America with its principal place of business at 501 Nelson Place, Nashville, Tennessee 37214 , United States of America, has adopted, used and is using the trademark:

<u>TRADEMARK</u>	<u>REGISTRATION NO.</u>	<u>SERIAL NO.</u>	<u>DATE OF REGISTRATION</u>
BIBLEMAN	2,109,470	74,656,435	October 28, 1997

WHEREAS, LifeWay Christian Resources of the Southern Baptist Convention , a corporation duly organized and existing under the laws of the state of Tennessee (hereinafter "Assignee"), with its principal place of business at One LifeWay Plaza, MSN 187, Nashville, TN 37234 , is desirous of acquiring said mark and the registration thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assign unto said Assignee all rights, title and interest in and to the said mark, together with the goodwill of the business symbolized by the mark and the registration thereof.

THOMAS NELSON, INC.

By: *[Signature]*

Title: *v. president*

Date: *10-29-12*

STATE OF TENNESSEE)
COUNTY OF DAVIDSON)

Subscribed to and sworn to before me

this *29* day of *October*, 2012.

Donna Ledbetter
Notary Public

