

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 | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <table border="1"> <thead> <tr> <th>Name</th> <th>Formerly</th> <th>Execution Date</th> <th>Entity Type</th> </tr> </thead> <tbody> <tr> <td>Key Curriculum Press, Inc.</td> <td></td> <td>08/01/2011</td> <td>CORPORATION: CALIFORNIA</td> </tr> </tbody> </table> | | | | Name | Formerly | Execution Date | Entity Type | Key Curriculum Press, Inc. | | 08/01/2011 | CORPORATION: CALIFORNIA | | | | | | | | | | | | | | | | |
| Name | Formerly | Execution Date | Entity Type | | | | | | | | | | | | | | | | | | | | | | | | |
| Key Curriculum Press, Inc. | | 08/01/2011 | CORPORATION: CALIFORNIA | | | | | | | | | | | | | | | | | | | | | | | | |
| RECEIVING PARTY DATA | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <table border="1"> <tr> <td>Name:</td> <td colspan="3">Kendall Hunt Publishing Company</td> </tr> <tr> <td>Street Address:</td> <td colspan="3">4050 Westmark Drive</td> </tr> <tr> <td>City:</td> <td colspan="3">Dubuque</td> </tr> <tr> <td>State/Country:</td> <td colspan="3">IOWA</td> </tr> <tr> <td>Postal Code:</td> <td colspan="3">52001</td> </tr> <tr> <td>Entity Type:</td> <td colspan="3">CORPORATION: IOWA</td> </tr> </table> | | | | Name: | Kendall Hunt Publishing Company | | | Street Address: | 4050 Westmark Drive | | | City: | Dubuque | | | State/Country: | IOWA | | | Postal Code: | 52001 | | | Entity Type: | CORPORATION: IOWA | | |
| Name: | Kendall Hunt Publishing Company | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Street Address: | 4050 Westmark Drive | | | | | | | | | | | | | | | | | | | | | | | | | | |
| City: | Dubuque | | | | | | | | | | | | | | | | | | | | | | | | | | |
| State/Country: | IOWA | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Postal Code: | 52001 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Entity Type: | CORPORATION: IOWA | | | | | | | | | | | | | | | | | | | | | | | | | | |
| PROPERTY NUMBERS Total: 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> <th>Word Mark</th> </tr> </thead> <tbody> <tr> <td>Registration Number:</td> <td>2724369</td> <td>DISCOVERING MATHEMATICS</td> </tr> </tbody> </table> | | | | Property Type | Number | Word Mark | Registration Number: | 2724369 | DISCOVERING MATHEMATICS | | | | | | | | | | | | | | | | | | |
| Property Type | Number | Word Mark | | | | | | | | | | | | | | | | | | | | | | | | | |
| Registration Number: | 2724369 | DISCOVERING MATHEMATICS | | | | | | | | | | | | | | | | | | | | | | | | | |
| CORRESPONDENCE DATA | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Fax Number: 5635561867 <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> Phone: (563) 557-8400 Email: dcurtiss@octhomaslaw.com Correspondent Name: Davin C. Curtiss, Esq. Address Line 1: 700 Locust Street Address Line 2: Suite 200 Address Line 4: Dubuque, IOWA 52001 | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NAME OF SUBMITTER: | Davin C. Curtiss, Esq. | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Signature: | /Davin C. Curtiss/ | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Date: | 11/27/2012 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Total Attachments: 3 source=Discovering Mathematics Assignment#page1.tif source=Discovering Mathematics Assignment#page2.tif source=Discovering Mathematics Assignment#page3.tif | | | | | | | | | | | | | | | | | | | | | | | | | | | |

OP \$40.00 2724369

CONFIRMATORY ASSIGNMENT OF REGISTRATION

WHEREAS, KC & COF, Inc., formerly known as KEY CURRICULUM PRESS, INC., with an address of 1150th 65th Street, Emeryville, CA 94608 (Assignor") has adopted and has used the mark Discovering Mathematics® referenced in Schedule "A" attached hereto, which mark is registered with the United States Patent and Trademark Office;

WHEREAS, Assignor sold and assigned the mark to Kendall Hunt Publishing Company with an address of 4050 Westmark Drive, Dubuque, IA 52001 ("Assignee") effective as of August 1, 2011 ("Effective Date") in connection with an asset purchase agreement dated July 28, 2011 for good and valuable consideration, receipt of which is hereby acknowledged;

NOW, THEREFORE, in furtherance of the purchase of the mark by Assignee, Assignor hereby confirms that, effective August 1, 2012, it assigned to Assignee all right, title and interest in and to the said mark, together with the good will of the business symbolized by the mark, and the above-identified registration thereof and applications, including United States federal registration 2724369 relating thereto and any renewals and extensions thereof, and in and to all income, royalties, damages, claims and payments now or hereafter due or payable with respect thereto, and in and to all causes of action, either in law or in equity for past, present or future infringement based on said mark, and in and to all rights corresponding to the foregoing throughout the world.

Upon and at the request and expense of Assignee, Assignor agrees to take any and all steps, and to execute, acknowledge and deliver to Assignee such further assurances as Assignee may deem expedient or necessary to vest more fully and completely in Assignee the property hereby assigned.

Assignor executes this Assignment as of the Effective Date set forth above.

KC & COF, Inc.

By: [Signature]

Name: KAREN COWK
Title: President + CEO

NOTARY PUBLIC

STATE OF _____
COUNTY OF: _____

On this _____ day of _____, 2011, before me, a Notary Public, personally appeared _____ (name), _____ (title) of KC & COF, Inc. and being duly sworn, averred that, being duly authorized, s/he executed the foregoing Assignment of Trademark as her/his free act and deed for the uses and purposes set forth herein.

By: _____ SEAL
Print Name: _____
My Commission Expires: _____

PLEASE SEE ATTACHED
NOTARY CERTIFICATE

TRADEMARK
REEL: 004907 FRAME: 0631

CALIFORNIA JURAT WITH AFFIANT STATEMENT

- See Attached Document (Notary to cross out lines 1-6 below)
 See Statement Below (Lines 1-6 to be completed only by document signer[s], *not* Notary)

Signature of Document Signer No. 1

Signature of Document Signer No. 2 (if any)

State of California

County of Alameda

Subscribed and sworn to (or affirmed) before me on this

26th day of Nov, 2012, by

(1) Karen Cowe
Name of Signer

proved to me on the basis of satisfactory evidence to be the person who appeared before me (.) (.)

(and _____)

(2) _____
Name of Signer

proved to me on the basis of satisfactory evidence to be the person who appeared before me.)

Signature Fred J Dellar
Signature of Notary Public



Place Notary Seal Above

OPTIONAL

Though the information below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent removal and reattachment of this form to another document.

Further Description of Any Attached Document

Title or Type of Document: Confirmatory Assignment

Document Date: _____ Number of Pages: _____

Signer(s) Other Than Named Above: _____

RIGHT THUMBPRINT
OF SIGNER #1
Top of thumb here

RIGHT THUMBPRINT
OF SIGNER #2
Top of thumb here

SCHEDULE "A"

Word Mark DISCOVERING MATHEMATICS
Goods and Services IC 016. US 002 005 022 023 029 037 038 050. G & S: educational printed materials and publications, namely, books, newsletters, and magazines in the fields of science and mathematics. FIRST USE: 20010201. FIRST USE IN COMMERCE: 20010227

(CANCELLED) IC 041. US 100 101 107. G &S: [educational services, namely, providing professional development classes, workshops, and institutes]. FIRST USE: 20020401. FIRST USE IN COMMERCE: 20020401

Mark Drawing Code (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code 02.01.33 - Grotesque men formed by letters, numbers, punctuation or geometric shapes; Stick figures
05.01.03 - Palm trees
26.17.09 - Bands, curved; Bars, curved; Curved line(s), band(s) or bar(s); Lines, curved

Serial Number 78154384 August
Filing Date 14, 2002 1A
Current Basis
Original Filing Basis 1A
Published for Opposition March 18,2003
Change In Registration CHANGE IN REGISTRATION HAS OCCURRED
Registration Number 2724369
Registration Date June 10,2003
Owner (REGISTRANT) Key Curriculum Press, Inc. CORPORATION CALIFORNIA 1150 65th Street Emeryville CALIFORNIA 94608

Attorney of Record Michael J. Bevilacqua, Esquire
Type of Mark Register TRADEMARK. SERVICE MARK
PRINCIPAL
SECT 15. PARTIAL SECT 8 (6-YR).
Affidavit Text Live/Dead Indicator LIVE