

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Scholastic, Inc.		04/01/2009	CORPORATION:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Lessiter Publications, Inc.		
<b>Street Address:</b>	225 Regency Court		
<b>City:</b>	Brookfield		
<b>State/Country:</b>	WISCONSIN		
<b>Postal Code:</b>	53045		
<b>Entity Type:</b>	CORPORATION: WISCONSIN		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3290768	SCHOLASTIC COACH AND ATHLETIC DIRECTOR	
<b>CORRESPONDENCE DATA</b>			
Fax Number: <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Email: jnj@nprclaw.com Correspondent Name: Joseph C. Niebler, Jr. Address Line 1: N94 W17900 Appleton Avenue Address Line 4: Menomonee Falls, WISCONSIN 53052			
<b>NAME OF SUBMITTER:</b>	Joseph C. Niebler, Jr.		
<b>Signature:</b>	/Joseph C. Niebler, Jr./		
<b>Date:</b>	06/04/2013		
Total Attachments: 1 source=Lessiter Trademark Assignment#page 1.tif			

OP \$40.00 3290768

## TRADEMARK ASSIGNMENT

This Assignment is made as of April 1, 2009, by Scholastic Inc., a New York corporation with an address at 557 Broadway, New York, NY 10012 ("ASSIGNOR"), to Lessiter Publications, Inc., a Wisconsin corporation with an address at 225 Regency Court, Brookfield, WI 53045 ("ASSIGNEE").

NOW THEREFORE, for and in consideration of good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR does hereby assign, sell, and transfer to ASSIGNEE, its successors and assigns, all right, title and interest in and to the trademark COACH AND ATHLETIC DIRECTOR, together with the goodwill of the business symbolized by and associated with such trademark.

IN WITNESS WHEREOF, ASSIGNOR has executed this Assignment.

Scholastic Inc.



Name: Hugh Roome

Title: Executive Vice President