

05/21/2013

MPD 05-20-13



To the Director of the U. S. Patent and

103658420

ments or the new address(es) below.

1. Name of conveying party(ies):

Standard Publishing Group LLC

- Individual(s)
- Partnership
- Corporation- State: _____
- Other Limited Liability Company
- Association
- Limited Partnership

Citizenship (see guidelines) Delaware, USA

Additional names of conveying parties attached? Yes No

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

Execution Date(s) April 18, 2013

- 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 Southern Baptist CONVENTION

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)

SEE ATTACHED LIST ON PAGE 2

SEE ATTACHED LIST ON PAGE 2

Additional sheet(s) attached? Yes No

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

SEE ATTACHED LIST ON PAGE 2

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: TN Zip: 37203

Phone Number: 615-242-2400

Docket Number: _____

Email Address: edl@iplawgroup.com

6. Total number of applications and registrations involved:

4

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$115

- Authorized to be charged to deposit account
- Enclosed

8. Payment Information:



05-20-2013

U.S. Patent and Trademark Office #72

Deposit Account Number 23-0035

Authorized User Name Waddey & Patterson

9. Signature:

Signature

Edward D. Lanquist, Jr.

Name of Person Signing

01 FC:8521 Date 48.00 00
02 FC:8522 75.00 00

Total number of pages including cover sheet, attachments, and document: 5

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to: Mail Stop Assignment Recordation Branch, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

PAGE 2 OF 2 OF RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

SHEET 2 OF 2

Assignment of Trademark Application Nos. and Registration Nos.

85/557,655; 85/558,704 1,797,766; 1,883,560

Items 4. A., 4.B. and 4.C. Additional Listings (continued from page 1)

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

A. Trademark Application No.(s)

85/557,655

85/558,704 (now Registration No. 4,315,866)

B. Trademark Registration No.(s)

1,797,766

1,883,560

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

Application No. 85/557,655 for "RAINBOWSOFT"
filed March 1, 2012;

Registration No. 4,315,866 (Application No. 85/558,704) for
"RAINBOW STUDY BIBLE" registered April 9, 2013;

Registration No. 1,797,766 (Application No. 74/271,740) for
"BOLD LETTER" registered October 12, 1993;

Registration No. 1,883,560 (Application No. 74/506,724) for
"BOLD LINE"
registered March 14, 1995;

TRADEMARK ASSIGNMENT

Standard Publishing Group LLC, a Delaware limited liability company ("Assignor"), for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, hereby sells, assigns, transfers, conveys and delivers, effective as of April 18, 2013 (the "Effective Date"), unto LifeWay Christian Resources of the Southern Baptist Convention, a Tennessee nonprofit corporation (pursuing its mission in part as B&H Publishing Group) ("Assignee"), all rights, title and interests of Assignor in and to the trademark registrations and trademark applications set forth on Schedule I hereto (the "Assigned Trademarks") and any and all renewals and extensions thereof that may be secured under all laws now or hereafter in force, together with the goodwill symbolized by and exclusively associated with such marks, and along in each case, to the full extent permitted by law, any and all causes of action heretofore accrued in the Assignor's favor (without any duty to share any litigation proceeds with Assignor) for infringement of such Assigned Trademarks, to the full extent of such rights, together with the right to initiate suit and obtain damages and attorneys' fees and other forms of relief arising from any infringement, misappropriation or other violation of any of such Assigned Trademarks. This Trademark Assignment is not intended to be an "assignment in gross".

[signature page follows]

Schedule I

<u>Trademark / Trademark Application</u>	<u>Registration No. / Serial No.</u>	<u>Registration/Application Date</u>
RAINBOW STUDY BIBLE	85558704 (application)	March 2, 2012
RAINBOWSOFT	85557655 (application)	March 1, 2012
Bold Letter	1797766	October 12, 1993
Bold Line	1883560	March 14, 1995

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