

## TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

|                                  |   |                 |                       |                                     |
|----------------------------------|---|-----------------|-----------------------|-------------------------------------|
| SUBMISSION TYPE:                 | NEW ASSIGNMENT  |                 |                       |                                     |
| NATURE OF CONVEYANCE:            | MERGER  |                 |                       |                                     |
| EFFECTIVE DATE:                  | 09/19/2012  |                 |                       |                                     |
| <b>CONVEYING PARTY DATA</b>      |   |                 |                       |                                     |
|                                  | <b>Name</b>   | <b>Formerly</b> | <b>Execution Date</b> | <b>Entity Type</b>                  |
|                                  | Begin Smart LLC   |                 | 09/19/2012            | LIMITED LIABILITY COMPANY: NEW YORK |
|                                  | Begin Smart LLC   |                 | 09/19/2012            | LIMITED LIABILITY COMPANY: DELAWARE |
| <b>RECEIVING PARTY DATA</b>      |   |                 |                       |                                     |
| <b>Name:</b>                     | Sterling Publishing Co., Inc.   |                 |                       |                                     |
| <b>Street Address:</b>           | 387 Park Avenue   |                 |                       |                                     |
| <b>City:</b>                     | New York  |                 |                       |                                     |
| <b>State/Country:</b>            | NEW YORK  |                 |                       |                                     |
| <b>Postal Code:</b>              | 10016   |                 |                       |                                     |
| <b>Entity Type:</b>              | CORPORATION: DELAWARE   |                 |                       |                                     |
| <b>PROPERTY NUMBERS Total: 3</b> |   |                 |                       |                                     |
|                                  | <b>Property Type</b>  | <b>Number</b>   | <b>Word Mark</b>      |                                     |
|                                  | Registration Number:  | 3482352         | BEGIN SMART           |                                     |
|                                  | Registration Number:  | 3575472         | BEGIN SMART           |                                     |
|                                  | Registration Number:  | 3481351         | BEGIN SMART           |                                     |
| <b>CORRESPONDENCE DATA</b>       |   |                 |                       |                                     |
| <b>Fax Number:</b>               | 6468780801  |                 |                       |                                     |
|                                  | <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> |                 |                       |                                     |
| <b>Phone:</b>                    | 646-878-0820  |                 |                       |                                     |
| <b>Email:</b>                    | TM-USPTO@pczlaw.com   |                 |                       |                                     |
| <b>Correspondent Name:</b>       | Todd Braverman, Esq.  |                 |                       |                                     |
| <b>Address Line 1:</b>           | 1500 Broadway, 12th Floor   |                 |                       |                                     |
| <b>Address Line 4:</b>           | New York, NEW YORK 10036  |                 |                       |                                     |

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|  |                         |
|--|-------------------------|
| ATTORNEY DOCKET NUMBER:  | T-7090-US - BEGIN SMART |
| NAME OF SUBMITTER:   | Todd Braverman, Esq.    |
| Signature:   | /tjbraverman/           |
| Date:  | 07/23/2013              |
| Total Attachments: 2<br>source=Certificate of Merger - Begin Smart - Sterling#page1.tif<br>source=Certificate of Merger - Begin Smart - Sterling#page2.tif |                         |

# Delaware

PAGE 1

*The First State*

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF MERGER, WHICH MERGES:


"BEGIN SMART LLC", A DELAWARE LIMITED LIABILITY COMPANY, WITH AND INTO "STERLING PUBLISHING CO., INC." UNDER THE NAME OF "STERLING PUBLISHING CO., INC.", A CORPORATION ORGANIZED AND EXISTING UNDER THE LAWS OF THE STATE OF DELAWARE, AS RECEIVED AND FILED IN THIS OFFICE THE NINETEENTH DAY OF SEPTEMBER, A.D. 2012, AT 3:48 O'CLOCK P.M.

A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE KENT COUNTY RECORDER OF DEEDS.

3607730 8100M

121046311



  
Jeffrey W. Bullock, Secretary of State  
AUTHENTICATION: 9858948

DATE: 09-20-12

You may verify this certificate online  
at [corp.delaware.gov/authver.shtml](http://corp.delaware.gov/authver.shtml)

TRADEMARK  
REEL: 005076 FRAME: 0161

**STATE OF DELAWARE  
CERTIFICATE OF MERGER OF  
DOMESTIC LIMITED LIABILITY COMPANY  
INTO A  
DOMESTIC CORPORATION**

Pursuant to Title 8, Section 264(c) of the Delaware General Corporation Law and Title 6, Section 18-209 of the Delaware Limited Liability Company Act, the undersigned corporation executed the following Certificate of Merger:

**FIRST:** The name of the surviving corporation is Sterling Publishing Co., Inc., a Delaware Corporation, and the name of the limited liability company being merged into this surviving corporation is Begin Smart LLC.

**SECOND:** The Agreement of Merger has been approved, adopted, certified, executed and acknowledged by the surviving corporation and the merging limited liability company.

**THIRD:** The name of the surviving corporation is Sterling Publishing Co., Inc.

**FOURTH:** The merger is to become effective on September 19, 2012.

**FIFTH:** The Agreement of Merger is on file at 122 Fifth Avenue New York, NY 10011, the place of business of the surviving corporation.

**SIXTH:** A copy of the Agreement of Merger will be furnished by the corporation on request, without cost, to any stockholder of any constituent corporation or member of any constituent limited liability company.

**SEVENTH:** The Certificate of Incorporation of the surviving corporation shall be its Certificate of Incorporation

**IN WITNESS WHEREOF**, said Corporation has caused this certificate to be signed by an authorized officer, the 19<sup>th</sup> day of September, A.D., 2012.

By: Eugene V. DeFelice  
Authorized Officer

Name: Eugene V. DeFelice  
Print or Type

Title: Vice President, General Counsel  
and Corporate Secretary