

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			
	Name	Formerly	Execution Date
	Subtext Media, Inc.		06/28/2013
			Entity Type
			CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Renaissance Learning Inc.		
Street Address:	P.O. Box 8036		
City:	Wisconsin Rapids		
State/Country:	WISCONSIN		
Postal Code:	54495		
Entity Type:	CORPORATION: WISCONSIN		
PROPERTY NUMBERS Total: 2			
	Property Type	Number	Word Mark
	Registration Number:	4064085	SUBTEXT
	Registration Number:	4309692	SUBTEXT
CORRESPONDENCE DATA			
Fax Number:	6123329081		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	612.332.5300		
Email:	Istrom@merchantgould.com		
Correspondent Name:	Merchant & Gould P.C.		
Address Line 1:	P.O. Box 2910		
Address Line 4:	Minneapolis, MINNESOTA 55402-0910		
ATTORNEY DOCKET NUMBER:	13674.518US01		
NAME OF SUBMITTER:	Andrew S. Ehard		
Signature:	/Andrew S. Ehard/		
Date:	07/24/2013		
Total Attachments: 1 source=Subtext Trademark Assignment to RLI 28 June 2013#page1.tif			

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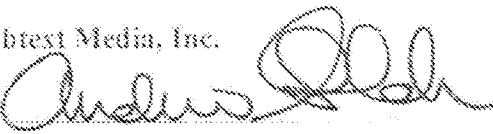
WHEREAS, Subtext Media, Inc. (hereinafter "Assignor"), a corporation of Delaware with a mailing address at 16469 Shadow Mountain Drive, Pacific Palisades, California 94041 is the owner of the Trademark SUBTEXT and corresponding U.S. Registration Nos. 4064085 and 4309692 ("The Trademarks") for use in connection with the goods and services noted therein as depicted in Exhibit A attached hereto;

WHEREAS, Renaissance Learning, Inc. (hereinafter "Assignee"), a corporation of Wisconsin with a mailing address at P.O. Box 8036 Wisconsin Rapids, Wisconsin 54495 is desirous of acquiring all right, title, interest and goodwill in and to The Trademarks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, said Assignor has sold, assigned and transferred, and by these presents does hereby sell, assign and transfer unto the said Assignee, its successors or assigns, the entire right, title, interest and goodwill in and to The Trademarks, together with the goodwill and other incidents of its business associated with or symbolized by The Trademarks with an Effective Date of June 28, 2013.

Subtext Media, Inc.

By



Its

CEO

Renaissance Learning, Inc.

By



Its

CEO