

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

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Children's Choice Learning Centers, Inc.		07/21/2013	CORPORATION: TEXAS

**RECEIVING PARTY DATA**

<b>Name:</b>	Bright Horizons Family Solutions LLC
<b>Street Address:</b>	200 Talcott Avenue South
<b>City:</b>	Watertown
<b>State/Country:</b>	MASSACHUSETTS
<b>Postal Code:</b>	02472
<b>Entity Type:</b>	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 13**

Property Type	Number	Word Mark
Serial Number:	85893352	CHLIDREN'S CHOICE HEART CONNECTOR SERIES
Serial Number:	85892216	THE HEART CONNECTOR SERIES
Serial Number:	85330099	CHOICE 4 CARE
Serial Number:	85330054	CHOICE 4 CARE BACKUP CARE FOR ALL AGES A
Serial Number:	85329650	CHOICE 4 CARE BACK-UP CARE
Serial Number:	85331683	CHILDREN'S CHOICE LEARNING CENTERS
Serial Number:	78510128	CHOICE TRACKING
Serial Number:	78510118	CHOICE TRACKING
Serial Number:	78903895	CLASSICS CRUISE LINE COMPANY
Serial Number:	76467701	CHILDREN'S CHOICE
Serial Number:	76462662	CHILDREN'S CHOICE LEARNING CENTERS
Serial Number:	76436542	QUALITY CHILD CARE THAT IS ALWAYS THERE
Serial Number:	75644225	SNIFFLES & SNUGGLES

OP \$340.00 85893352

**CORRESPONDENCE DATA**

**Fax Number:** 9784639109

*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*

**Phone:** +1.978.463.9100

**Email:** trademarks@massiplaw.com

**Correspondent Name:** Aaron Y. Silverstein

**Address Line 1:** 14 Cedar Street, Suite 224

**Address Line 4:** Amesbury, MASSACHUSETTS 01913-1831

<b>NAME OF SUBMITTER:</b>	Aaron Y. Silverstein
<b>Signature:</b>	/asilverstein/
<b>Date:</b>	07/24/2013

**Total Attachments: 3**

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## ASSIGNMENT OF TRADEMARKS

**BY AND BETWEEN:** Children's Choice Learning Centers, Inc.  
3610 Shire Boulevard, Suite 208  
Richardson, Texas 75082 USA

(hereinafter referred to as the "Assignor")

**AND:**

Bright Horizons Family Solutions LLC.  
200 Talcott Avenue South  
Watertown, Massachusetts 02472 USA

(hereinafter referred to as the "Assignee")

The agreement is dated as of July 21, 2013.

Assignor is the owner of the trademarks identified in the attached Schedule A (hereinafter referred to as the "Trademarks");

Assignee is desirous of acquiring the Trademarks;

1. The preamble of this assignment shall form an integral part hereof.
2. For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby sell, assign, and transfer to Assignee, all right, title and interest, whether statutory or at common law, in and to the Trademarks, together with the goodwill symbolized by the Trademarks, the same to be held and enjoyed by Assignee, as fully and entirely as the assigned right, title and interest could have been held and enjoyed by Assignor if such sale, assignment and transfer had not been effected, and together with the right to sue for past, present and future infringements and to recover and retain all damages and profits arising from the Trademarks.
3. Assignor shall execute and deliver such documents and do such things as may be reasonably requested by Assignee to give full effect to this agreement.
4. This agreement shall inure to the benefit of and be binding upon the parties hereto and their respective successors and assigns.

IN WITNESS WHEREOF, each party has caused this instrument to be signed by a duly authorized representative as of the date first written above.

Children's Choice Learning Centers, Inc.

Bright Horizons Family Solutions LLC

Signed: *Stephen Dreier*  
Name: Stephen Dreier  
Title: Secretary

Signed: *Stephen Dreier*  
Name: Stephen Dreier  
Title: Secretary



**ANTONETTE S. FERNANDEZ**  
NOTARY PUBLIC  
COMMONWEALTH OF MASSACHUSETTS  
MY COMMISSION EXPIRES  
SEPTEMBER 16, 2016

Subscribed and sworn to me this

21<sup>st</sup> day of July, 2013.

Signature: *Antonette Fernandez*  
Notary Public

(Notarial Seal)

**Schedule A**

Trademark Description	Serial Number	Registration Number	Date Registered
CHILDREN'S CHOICE HEART CONNECTOR SERIES	85893352	n/a	n/a
THE HEART CONNECTOR SERIES	85892216	n/a	n/a
CHOICE 4 CARE	85330099	4172837	July 10, 2012
CHOICE 4 CARE BACKUP CARE FOR ALL AGES AND STAGES OF LIFE...TRUST THE HEART	85330054	4172836	July 10, 2012
CHOICE 4 CARE BACK-UP CARE	85329650	4172834	July 10, 2012
CHILDREN'S CHOICE LEARNING CENTERS	85331683	4101623	February 21, 2012
CHOICE TRACKING	78510128	3040961	January 10, 2006
CHOICE TRACKING	78510118	3040960	January 10, 2006
CLASSICS CRUISE LINE COMPANY	78903895	3239345	May 8, 2007
CHILDREN'S CHOICE	76467701	2752740	August 19, 2003
CHILDREN'S CHOICE LEARNING CENTERS	76462662	2773398	October 14, 2003
QUALITY CHILD CARE THAT IS ALWAYS THERE	76436542	2776728	October 21, 2003
SNIFFLES & SNUGGLES	75644225	2332024	March 21, 2000

The Company was denied a trademark for the "A HEART CONNECTOR SERIES" trademark and has filed an appeal.