

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|---|--|------------------------------|-------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Teacher Created Materials, Inc. | | 07/31/2013 | CORPORATION: CALIFORNIA |
| RECEIVING PARTY DATA | | | |
| Name: | Shell Educational Publishing, Inc. | | |
| Street Address: | 5301 Oceanus Drive | | |
| City: | Huntington Beach | | |
| State/Country: | CALIFORNIA | | |
| Postal Code: | 92649-1030 | | |
| Entity Type: | CORPORATION: CALIFORNIA | | |
| PROPERTY NUMBERS Total: 2 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 3280512 | | |
| Registration Number: | 3336069 | SHELL EDUCATIONAL PUBLISHING | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 9497609502 | | |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> | | | |
| Phone: | (949) 760-0404 | | |
| Email: | efiling@knobbe.com | | |
| Correspondent Name: | Catherine J. Holland | | |
| Address Line 1: | 2040 Main Street | | |
| Address Line 2: | 14th Floor | | |
| Address Line 4: | Irvine, CALIFORNIA 92614 | | |
| ATTORNEY DOCKET NUMBER: | TEACM.014T/015T | | |
| NAME OF SUBMITTER: | Catherine J. Holland | | |
| Signature: | /Catherine Holland/ | | |

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TRADEMARK

Date:

08/05/2013

Total Attachments: 2

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TRADEMARK ASSIGNMENT

This Trademark Assignment ("Assignment") is effective as of July 31, 2013, by and between Teacher Created Materials, Inc., a California corporation having a place of business at 5301 Oceanus Drive, Huntington Beach, California 92649-1030 ("ASSIGNOR"), and Shell Educational Publishing, Inc., a California corporation having a place of business at 5301 Oceanus Drive, Huntington Beach, California 92649-1030 ("ASSIGNEE").

WHEREAS, ASSIGNOR has adopted, used, is using, and is, to the best of its knowledge and belief, the owner of the trademarks listed in Schedule A, attached hereto and incorporated herein by this reference, and all other rights appurtenant thereto, including, but not limited to, all common law rights, trade name rights, causes of action, and the right to recover for past infringement (collectively "Trademarks") worldwide;

WHEREAS, ASSIGNOR has acquired goodwill associated with and symbolized by said Trademarks and has not abandoned the same;

WHEREAS, ASSIGNOR is the owner of the federal trademark registrations relating to the Trademarks listed in Schedule B, attached hereto and incorporated herein by reference ("Registrations");

WHEREAS, ASSIGNEE is desirous of acquiring all rights, title, and interest in and to the Trademarks and Registrations worldwide; and

WHEREAS, ASSIGNOR is willing to assign to ASSIGNEE all rights, title, and interest as ASSIGNOR may possess in and to the Trademarks and Registrations worldwide;

NOW, THEREFORE, for good and adequate consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby assigns and sells to ASSIGNEE all rights, title, and interest as ASSIGNOR may possess in and to the following:

- (1) the Trademarks set forth in Schedule A, and
- (2) the Registrations set forth in Schedule B,

together with the goodwill symbolized by said Trademarks and Registrations.

TEACHER CREATED MATERIALS, INC.

By: Corinne Burton
Corinne Burton
President

SCHEDULES TO TRADEMARK ASSIGNMENT


SCHEDULE A



Mark:
Mark: SHELL EDUCATIONAL PUBLISHING

SCHEDULE B

Federal Trademark Registrations:

| <u>MARK</u> | <u>REG. NO.</u> | <u>REG. DATE</u> | <u>INTL. CLASS</u> |
|---|-----------------|-------------------|--------------------|
|  | 3280512 | August 14, 2007 | 9 and 16 |
| SHELL EDUCATIONAL PUBLISHING | 3336069 | November 13, 2007 | 9 and 16 |

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