

## 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	Entity Type
Standard Publishing Group LLC		09/19/2013	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Tyndale House Publishers, Inc.		
Street Address:	351 Executive Drive		
City:	Carol Stream		
State/Country:	ILLINOIS		
Postal Code:	60188		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3338376	FAITH THAT STICKS	
Registration Number:	1184726	HAPPY DAY	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	(312)463-5000		
Email:	bwptotm@bannerwitcoff.com		
Correspondent Name:	Jon O. Nelson, Banner & Witcoff, Ltd.		
Address Line 1:	10 S. Wacker Drive		
Address Line 2:	Suite 3000		
Address Line 4:	Chicago, ILLINOIS 60606		
ATTORNEY DOCKET NUMBER:	010934.80-81		
NAME OF SUBMITTER:	Jon O. Nelson		

Signature:	/Jon O. Nelson/
Date:	10/07/2013
Total Attachments: 3 source=010934.00080-81 Assignment Doc#page1.tif source=010934.00080-81 Assignment Doc#page2.tif source=010934.00080-81 Assignment Doc#page3.tif	

## 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 September 19, 2013 (the “**Effective Date**”), unto Tyndale House Publishers, Inc., a Delaware corporation (“**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]*

IN WITNESS WHEREOF, Assignor has caused this Trademark Assignment to be executed, effective as of the Effective Date.

Assignor

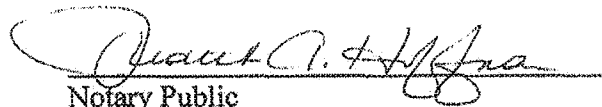
STANDARD PUBLISHING GROUP LLC

By:   
Name: Mark Rosenbaum  
Title: Chief Financial Officer

STATE OF OHIO )  
 ) SS:  
COUNTY OF HAMILTON )

On the 19 day of September, in the year 2013, before me, the undersigned, personally appeared Mark Rosenbaum personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her official capacity, and that by his/her signature on the instrument, the individual, or the person upon behalf of which the individual acted, executed the instrument.

Witness my hand and official seal.

  
Notary Public

JUDITH A. HOFFMAN  
NOTARY PUBLIC - OHIO  
MY COMMISSION EXPIRES  
11-05-2013

[SIGNATURE PAGE TO TRADEMARK ASSIGNMENT]

Schedule I

<u>Trademark</u>	<u>Registration Number</u>
FAITH THAT STICKS	3,338,376
HAPPY DAY	1,184,726