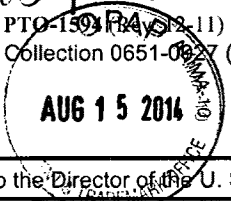


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D/9

To the Director of the U. S. Patent and Trademark Office, and to the address(es) on the attached documents or the new address(es) below.

**1. Name of conveying party(ies):**

Standard Publishing Group LLC

- Individual(s)
- Partnership
- Corporation- State: \_\_\_\_\_
- Other LLC

Citizenship (see guidelines) Delaware, USA

Additional names of conveying parties attached?  Yes  No

**3. Nature of conveyance/Execution Date(s) :**

Execution Date(s) August 11, 2014

- Assignment
- Security Agreement
- Other \_\_\_\_\_
- Merger
- Change of Name

**2. Name and address of receiving party(ies)**

Additional names, addresses, or citizenship attached?  Yes  No

Name: SEE ATTACHED

Street Address: SEE ATTACHED

City: SEE ATTACHED

State: SEE ATTACHED

Country: SEE ATTACHED Zip: SEE ATTACHED

- Individual(s) Citizenship \_\_\_\_\_
- Association Citizenship \_\_\_\_\_
- Partnership Citizenship \_\_\_\_\_
- Limited Partnership Citizenship \_\_\_\_\_
- Corporation Citizenship SEE ATTACHED
- Other \_\_\_\_\_ Citizenship \_\_\_\_\_

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
(Designations must be a separate document from assignment)

**4. Application number(s) or registration number(s) and identification or description of the Trademark.**

A. Trademark Application No.(s) \_\_\_\_\_ Text

B. Trademark Registration No.(s)

SEE ATTACHED

Additional sheet(s) attached?  Yes  No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

SEE ATTACHED FOR DESCRIPTION AND IDENTIFICATION OF REGISTRATIONS 2,469,070 AND 2,809,380

**5. Name & address of party to whom correspondence concerning document should be mailed:**

Name: Edward D. Lanquist, Jr.

Internal Address: WADDEY PATTERSON, P.C.

Street Address: 1600 Division Street, Suite 500

City: Nashville

State: TN Zip: 37013

Phone Number: 615-242-2400

Docket Number: 012229 and 012230

Email Address: edl@iplawgroup.com

**6. Total number of applications and registrations involved:**

2

**7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$** 65

- Authorized to be charged to deposit account
- Enclosed

**8. Payment Information:**

08/20/2014 DTIMBERL 00000022 2809380  
 Deposit Account Number 25-0035 40.00 OP  
 02 FC:8522 25.00 OP  
 Authorized User Name WADDEY PATTERSON

**9. Signature:**

Signature

Edward D. Lanquist, Jr.

Name of Person Signing

Aug 15 2014

Date

Total number of pages including cover sheet, attachments, and document:

5

RECORDATION FORM COVER SHEET - PAGE 2  
TRADEMARKS ONLY

SHEET 2 OF 2

Assignment of Trademark Registration Nos. 2,809,380 and 2,469,070

Item 2. RECEIVING PARTY

Items 4A. and 4B. TRADEMARK REGISTRATIONS AND IDENTIFICATION/DESCRIPTION

**2. Name and Address of receiving party:**

Name: LifeWay Christian Resources of the Southern Baptist Convention  
Street Address: One LifeWay Plaza, MSN 187  
City: Nashville  
State: Tennessee  
Zip: 37234  
Country: United States of America

Entity type: Corporation  
Citizenship: Tennessee, USA

**4. B. Trademark Registration Nos.**

**4. C. Trademark Registration identifications and descriptions**

TRADEMARK	REGISTRATION No.	REGISTRATION DATE:	APPLICATION No.	FILING DATE:
FIRST VIRTUES	2,809,380	Jan. 27, 2004	78/120,510	Apr. 09, 2002
MY GOOD NIGHT	2,469,070	Jul. 17, 2001	75/846,900	Nov. 12, 1999

## 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 August 11, 2014 (the “Effective Date”), unto LifeWay Christian Resources of the Southern Baptist Convention, a Tennessee nonprofit corporation (pursuing its mission in part as B&H Publishing Group) (“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

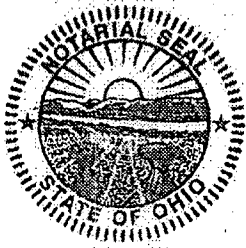
**STANDARD PUBLISHING GROUP LLC**

By:   
Name: MARK ROSENBAUM  
Title: CFO

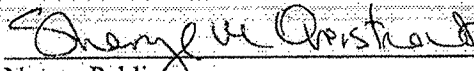
STATE OF Ohio )  
 ) SS:  
COUNTY OF Hamilton )

On the 8 day of August, in the year 2014, 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.



SHERYL M. OVERSTREET  
NOTARY PUBLIC STATE OF OHIO  
MY COMMISSION EXPIRES JUNE 11, 2016

  
Notary Public

Schedule I

<u>Trademark / Trademark Application</u>	<u>Registration No. / Serial No.</u>	<u>Registration/Application Date</u>
MY GOOD NIGHT	2469070 (Registration Number)	July 17, 2001
FIRST VIRTUES	2809380 (Registration Number)	January 27, 2004