

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM332857

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Peter Li, Inc.		07/28/2014	CORPORATION: OHIO
RECEIVING PARTY DATA			
Name:	Bayard, Inc.		
Street Address:	One Montauk Avenue		
Internal Address:	Suite 200		
City:	New London		
State/Country:	CONNECTICUT		
Postal Code:	06320		
Entity Type:	CORPORATION: CONNECTICUT		
Name:	Bayard, Inc.		
Street Address:	One Montauk Avenue		
Internal Address:	Suite 200		
City:	New London		
State/Country:	CONNECTICUT		
Postal Code:	06320		
Entity Type:	CORPORATION: CONNECTICUT		
PROPERTY NUMBERS Total: 9			
Property Type	Number	Word Mark	
Registration Number:	1813657	CATECHIST	
Registration Number:	3574665	GOOD NEWS FOR CHILDREN	
Registration Number:	4168844	NSVC NATIONAL SOCIETY FOR VOLUNTEER CATE	
Registration Number:	3081343	PFLAUM GOSPEL WEEKLIES	
Registration Number:	3574666	PROMISE	
Registration Number:	3574667	SEEDS	
Registration Number:	1781404	TODAY'S CATHOLIC TEACHER	
Registration Number:	3574664	VENTURE	
Registration Number:	4148191	VISIONS	
CORRESPONDENCE DATA			

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ASSIGNMENT OF SERVICE MARKS AND TRADEMARKS

THIS ASSIGNMENT OF SERVICE MARKS AND TRADEMARKS ("Assignment") is made as of the 28 day of July, 2014, by PETER LI, INC., an Ohio corporation, with its principal place of business at Dayton, Ohio ("Assignor"), to BAYARD, INC., a Connecticut corporation, with its principal place of business at New London, Connecticut ("Assignee").

RECITALS

Pursuant to that certain Asset Purchase Agreement (the "Agreement"), dated as of July 28, 2014, among Assignee, Assignor and Peter J. Li., Assignor has agreed to sell to Assignee, and Assignee has agreed to buy from Assignor, certain assets, including the service marks, trademarks and trade names of Assignor. Pursuant to the Agreement, Assignor has agreed to execute this Assignment to assign, transfer, grant, convey, assure and confirm to Assignee and its successors and assigns the Marks (as such term is defined below) to Assignee. When used in this Assignment, defined terms shall have the meaning assigned to them in the context of this Assignment or, if not defined in this Assignment, the same meaning as that assigned to such defined terms in the Agreement.

NOW, THEREFORE, Assignor, for good and valuable consideration, the receipt of which Assignor hereby acknowledges, does hereby transfer and assign to Assignee, and Assignee hereby accepts the transfer and assignment of, the Marks, including all of Assignor's worldwide right, title and interest in, to and under Assignor's registered and unregistered domestic and foreign service marks, trademarks, trademark applications and trade names, including the service marks, trademarks, service mark and trademark applications and trade names listed on Schedule A annexed hereto and incorporated herein by reference, and any and all renewals and extensions thereof that may hereafter be secured under the laws now or hereafter in effect in the United States, Canada and in any other jurisdiction (collectively, the "Marks"), together with the goodwill of the business associated therewith and which is symbolized thereby, all rights to sue for infringement of any of the Marks, whether arising prior to or subsequent to the date of this Assignment, the same to be held and enjoyed by the Assignee, its successors and assigns from and after the date hereof as fully and entirely as the same would have been held and enjoyed by the Assignor had this Assignment not been made.

Except to the extent that federal law preempts state law with respect to the matters covered hereby, this Assignment shall be governed by and construed in accordance with the laws of the State of Ohio, without giving effect to the principles of conflicts of laws thereof.

[Signature Page Follows]

IN WITNESS WHEREOF, Assignor has caused its duly authorized officer to execute this Assignment as of the date first above written.

“ASSIGNOR”




PETER LI, INC.

By: Peter Li
Peter J. Li, its President

SCHEDULE A

See attached.

DS PART 3.22
INTELLECTUAL PROPERTY ASSETS

SELLER'S NAME AND COMMON LAW MARKS OWNED BY SELLER:	
Mark	Description of Goods or Services
Peter Li, Inc.	Religious and educational publications and materials
Peter Li	Religious and educational publications and materials
National Society for Volunteer Catechists	Association for Catechists
	Religious and educational materials
	Religious and educational materials
	Religious and educational materials
Titles to Book Series	Religious and educational materials
Pflaum Books	Religious and educational materials

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Draft July 26, 2014
Subject to Revision

DS PART 3.22
INTELLECTUAL PROPERTY ASSETS - CONTINUED

FILED MARKS OWNED BY SELLER:							
Country	Mark	Notes	Application Number	Registration Date	Registration Number	Status	Class/Goods Description
CANADA	CATECHIST	(1)	1504919			PENDING	16 - magazines dealing with religion and education
CANADA	VISIONS	(2)	1504921			PENDING	16 - printed periodicals featuring lectionary-based religious content and printed teachers' resource manuals therefor
CANADA	GOOD NEWS FOR CHILDREN		1504918	10/25/2011	TMA810,139	REGISTERED	16 - printed periodicals featuring lectionary-based religious content and printed teachers' resource manuals therefor
CANADA	PFLAUM GOSPEL WEEKLIES		1504917	04/16/2012	TMA822,177	REGISTERED	16 - printed periodicals featuring lectionary-based religious content and printed teachers' resource manuals therefor
CANADA	PROMISE		1504916	10/25/2011	TMA810,140	REGISTERED	16 - printed periodicals featuring lectionary-based religious content and printed teachers' resource manuals therefor
CANADA	SEEDS		1504924	10/27/2011	TMA810,528	REGISTERED	16 - printed periodicals featuring lectionary-based religious content and printed teachers' resource manuals therefor
CANADA	TODAY'S CATHOLIC TEACHER		1504923	10/25/2011	TMA810,141	REGISTERED	16 - magazines dealing with religion and education

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DS PART 3.22
INTELLECTUAL PROPERTY ASSETS - CONTINUED

FILED MARKS OWNED BY SELLER:							
Country	Mark	Notes	Application Number	Registration Date	Registration Number	Status	Class/Goods Description
CANADA	VENTURE		1504922	01/07/2013	TMA839,342	REGISTERED	16 - printed periodicals featuring lectionary-based religious content and printed teachers' resource manuals therefor
UNITED STATES	CATECHIST		74/332,662	12/28/1993	1,813,657	REGISTERED	16 - Magazines dealing with religion and education
UNITED STATES	GOOD NEWS FOR CHILDREN	(3)	77/299,194	02/17/2009	3,574,665	REGISTERED	16 - Printed periodicals featuring lectionary-based religious content and printed teachers' resource manuals therefor
UNITED STATES	NSVC NATIONAL SOCIETY FOR VOLUNTEER CATECHISTS & Design 		85/254,202	07/03/2012	4,168,844	REGISTERED	35 - association services, namely, promoting the interests of volunteer religious teachers
UNITED STATES	PFLAUM GOSPEL WEEKLIES		76/619,061	04/18/2006	3,081,343	REGISTERED	41 - Educational services, namely lectionary based liturgical programs
UNITED STATES	PROMISE	(3)	77/299,261	02/17/2009	3,574,666	REGISTERED	16 - Printed periodicals featuring lectionary-based religious content and printed teachers' resource manuals therefor
UNITED STATES	SEEDS	(3)	77/299,378	02/17/2009	3,574,667	REGISTERED	16 - Printed periodicals featuring lectionary-based religious content and printed teachers' resource manuals therefor

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*Draft July 25, 2014
Subject to Revision*

DS PART 3.22
INTELLECTUAL PROPERTY ASSETS - CONTINUED

FILED MARKS OWNED BY SELLER:

Country	Mark	Notes	Application Number	Registration Date	Registration Number	Status	Class/Goods Description
UNITED STATES	TODAY'S CATHOLIC TEACHER		74/332,663	07/13/1993	1,781,404	REGISTERED	16 - Magazines dealing with religion and education
UNITED STATES	VENTURE	(3)	77/299,020	02/17/2009	3,574,664	REGISTERED	16 - Printed periodicals featuring lectionary-based religious content and printed teachers' resource manuals therefor
UNITED STATES	VISIONS		77/298,998	05/29/2012	4,148,191	REGISTERED	16 - printed instructional and educational periodicals featuring Catholic lectionary-based religious content for school-aged children and printed teachers' resource manuals therefor

The following Filed Marks will require actions within the dates listed below:

- (1) Response to Examiner's Report is due on or before January 28, 2015.
- (2) Mark has been objected to by owner of "Official Mark" by Canadian Television Station. Consent has been sought; owner has until October 10, 2014, to Cross Examine Declarant Cullen Schippe regarding use in Canada.
- (3) Affidavits of Continued Use due between now and February 17, 2015.

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*Draft July 25, 2014
Subject to Revision*

TRADEMARK

RECORDED: 02/21/2015

REEL: 005464 FRAME: 0573