

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM333244

|  |  |  |                                     |
|--|--|--|-------------------------------------|
| <b>SUBMISSION TYPE:</b>  | NEW ASSIGNMENT                                     |  |                                     |
| <b>NATURE OF CONVEYANCE:</b>   | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL |  |                                     |
| <b>CONVEYING PARTY DATA</b>  |  |  |                                     |
| <b>Name</b>  | <b>Formerly</b>                                    | <b>Execution Date</b>                    | <b>Entity Type</b>                  |
| BAKER & TAYLOR, LLC  |  | 02/20/2015                               | LIMITED LIABILITY COMPANY: DELAWARE |
| <b>RECEIVING PARTY DATA</b>  |  |  |                                     |
| <b>Name:</b>   | READERLINK DISTRIBUTION SERVICES, LLC              |  |                                     |
| <b>Street Address:</b>   | 1420 Kensington Road                               |  |                                     |
| <b>City:</b>   | Oak Brook  |  |                                     |
| <b>State/Country:</b>  | ILLINOIS   |  |                                     |
| <b>Postal Code:</b>  | 60523  |  |                                     |
| <b>Entity Type:</b>  | LIMITED LIABILITY COMPANY: ILLINOIS                |  |                                     |
| <b>PROPERTY NUMBERS Total: 15</b>  |  |  |                                     |
| <b>Property Type</b>   | <b>Number</b>                                      | <b>Word Mark</b>                         |                                     |
| <b>Registration Number:</b>  | 3253338  | BATHROOM READERS' INSTITUTE              |                                     |
| <b>Registration Number:</b>  | 3918476  | PARFAIT PRESS                            |                                     |
| <b>Registration Number:</b>  | 3912738  | UNCLE JOHN'S BATHROOM READER             |                                     |
| <b>Registration Number:</b>  | 3806025  | INSTANT GENIUS                           |                                     |
| <b>Registration Number:</b>  | 2942006  | UNCLE JOHN'S BATHROOM READER FOR KIDS ON |                                     |
| <b>Registration Number:</b>  | 4680742  | IFLUSH                                   |                                     |
| <b>Registration Number:</b>  | 3255677  | SILVER DOLPHIN                           |                                     |
| <b>Serial Number:</b>  | 86540268   | SILVER DOLPHIN                           |                                     |
| <b>Registration Number:</b>  | 2719099  | THUNDER BAY                              |                                     |
| <b>Serial Number:</b>  | 86540302   | THUNDER BAY                              |                                     |
| <b>Serial Number:</b>  | 78899175   | PORTABLE PRESS                           |                                     |
| <b>Serial Number:</b>  | 78898265   | PORTABLE PRESS                           |                                     |
| <b>Serial Number:</b>  | 86539697   | PORTABLE PRESS                           |                                     |
| <b>Serial Number:</b>  | 86489905   | MADAME BOVARY GUSTAVE FLAUBERT CC CANTER |                                     |
| <b>Serial Number:</b>  | 85912723   | AMAZERASERS                              |                                     |
| <b>CORRESPONDENCE DATA</b>   |  |  |                                     |
| <b>Fax Number:</b>   | 3128637806   |  |                                     |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent</i> |  |  |                                     |

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*using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.*

**Phone:** 312-863-7198  
**Email:** nancy.brougher@goldbergkohn.com  
**Correspondent Name:** Nancy Brougher, Paralegal  
**Address Line 1:** Goldberg Kohn Ltd.  
**Address Line 2:** 55 East Monroe Street, Suite 3300  
**Address Line 4:** Chicago, ILLINOIS 60603

|                                |                |
|--------------------------------|----------------|
| <b>ATTORNEY DOCKET NUMBER:</b> | 1989.288       |
| <b>NAME OF SUBMITTER:</b>      | Nancy Brougher |
| <b>SIGNATURE:</b>              | /njb/          |
| <b>DATE SIGNED:</b>            | 02/25/2015     |

**Total Attachments: 4**  
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source=Trademark Assignment#page4.tif

## TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (the "Assignment") is made and entered into as of February 20, 2015 (the "Effective Date") by and between Baker & Taylor, LLC (successor to Baker & Taylor, Inc.), a limited liability company formed under the laws of Delaware ("Assignor"), and Readerlink Distribution Services, LLC, a limited liability company formed under the laws of Illinois ("Assignee").

WHEREAS, Assignor and Assignee are parties to that certain Asset Purchase Agreement made and entered into as of February 20, 2015 (the "Agreement"), pursuant to which Assignor did agree to sell, convey, transfer, assign and deliver to Assignee all of Assignor's legal and beneficial right, title and interest in and to the Purchased Assets (as defined in the Asset Purchase Agreement), including, without limitation, the trademarks and service marks listed on Schedule A attached hereto (the "Trademarks"); and

WHEREAS, Assignee wishes to acquire all of Assignor's right, title and interest in and to the Trademarks, and Assignor wishes to assign same to Assignee.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns, sells and transfers unto Assignee, all of its right, title and interest, including common law rights, in and to the Trademarks, together with the goodwill associated therewith and the entire business and/or portion thereof to which the Trademarks pertain, and the right to sue and recover for all past, present and future infringements and other violations of the Trademarks, the same to be held and enjoyed by Assignee, its successors and assigns to the same extent that such would have been held and enjoyed by Assignor had this assignment not been made.

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IN WITNESS WHEREOF, Assignor and Assignee have executed this  
Trademark Assignment as of the Effective Date.

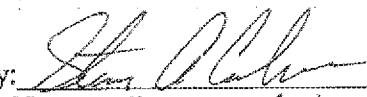
ASSIGNOR:

BAKER & TAYLOR, LLC

By:   
Name:  
Title:

ASSIGNEE:

READERLINK DISTRIBUTION  
SERVICES, LLC

By:   
Name: *Steven A. Carlson*  
Title: *Exec. VP & CFO*

Schedule A

**TRADEMARKS**

U.S. Trademark Registrations and Applications

| Serial/Reg No.       | Word Mark                                     | Status   |
|----------------------|---|--|
| 78851137/<br>3253338 | BATHROOM READERS' INSTITUTE                   | Registered   |
| 77725606/<br>3918476 | PARFAIT PRESS                                 | Registered   |
| 77725591/<br>3912738 | UNCLE JOHN'S BATHROOM<br>READER               | Registered   |
| 77820865/<br>3806025 | INSTANT GENIUS                                | Registered   |
| 78397403/<br>2942006 | UNCLE JOHN'S BATHROOM<br>READER FOR KIDS ONLY | Registered   |
| 86151401/<br>4680742 | iFLUSH  | Registered   |
| 78901054/<br>3255677 | SILVER DOLPHIN                                | The Status of this Registration is listed in the USPTO's TSDR database as follows: Registration cancelled because registrant did not file an acceptable declaration under Section 8. However, the Registrant timely submitted the required declaration and is working with the USPTO to properly reflect the status of this Registration as "Registered" or "Renewed". |
| 86540268             | SILVER DOLPHIN                                | Pending  |
| 76427348/<br>2719099 | THUNDER BAY                                   | The Status of this Registration is listed in the USPTO's TSDR database as follows: Registration cancelled because registrant did not file an acceptable declaration under Section 8. However, the Registrant timely submitted the required declaration and is working with the USPTO to properly reflect the status of this Registration as "Registered" or "Renewed". |
| 86540302             | THUNDER BAY                                   | Pending  |

|          |   |           |
|----------|---|-----------|
| 78899175 | PORTABLE PRESS  | Abandoned |
| 78898265 | PORTABLE PRESS  | Abandoned |
| 86539697 | PORTABLE PRESS & Design   | Pending   |
| 86489905 | MADAME BOVARY GUSTAVE<br>FLAUBERT CC CANTERBURY<br>CLASSICS SAN DIEGO | Pending   |
| 85912723 | AMAZERASERS   | Abandoned |

Foreign Trademark Registrations and Applications

| WORD MARK                      | COUNTRY             | REGISTRATION #                               |
|--------------------------------|---------------------|--|
| BATHROOM READERS'<br>INSTITUTE | CANADA              | Pending confirmation                         |
| BATHROOM READER                | CANADA              | Pending confirmation                         |
| LAUREL GLEN                    | CANADA<br>UK<br>AUS | TMA481,626<br>B1414155<br>609458             |
| THUNDER BAY                    | CANADA<br>UK<br>AUS | TMA392,001<br>Pending confirmation<br>793851 |
| SILVER DOLPHIN                 | CANADA<br>UK<br>AUS | TMA535,505<br>Pending confirmation<br>763420 |