

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM334711

| | | | |
|---|--|-----------------------|-------------------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Sax Arts & Crafts, LLC | | 03/11/2015 | LIMITED LIABILITY COMPANY: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | School Specialty, Inc. | | |
| Street Address: | P.O. Box 1579 | | |
| City: | Appleton | | |
| State/Country: | WISCONSIN | | |
| Postal Code: | 54912-1579 | | |
| Entity Type: | CORPORATION: DELAWARE | | |
| PROPERTY NUMBERS Total: 3 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 1271755 | TRUE-FLOW | |
| Registration Number: | 1746677 | VERSA TEMP | |
| Registration Number: | 1262365 | WRITE ON | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 4142735198 | | |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i> | | | |
| Phone: | 414-273-3500 | | |
| Email: | nakees@gklaw.com | | |
| Correspondent Name: | Nicholas A. Kees; Godfrey & Kahn, S.C. | | |
| Address Line 1: | 780 N. Water Street | | |
| Address Line 4: | Milwaukee, WISCONSIN 53202 | | |
| ATTORNEY DOCKET NUMBER: | 009316-0994 | | |
| NAME OF SUBMITTER: | Nicholas A. Kees | | |
| SIGNATURE: | /Nicholas A. Kees/ | | |
| DATE SIGNED: | 03/11/2015 | | |
| Total Attachments: 2 | | | |
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| source=sax#page2.tif | | | |

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TRADEMARK ASSIGNMENT

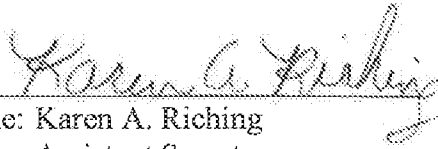
WHEREAS, Sax Arts & Crafts, LLC, a Delaware limited liability company, ("Assignor") is the owner of the entire right, title and interest in and to the Trademarks listed on the attached Schedule A (hereinafter the "Marks") and the goodwill of the business symbolized thereby; and

WHEREAS, School Specialty, Inc., a corporation of the State of Delaware, ("Assignee"), is the sole member of Assignor, and desires to acquire Assignor's entire right, title and interest in and to the Marks worldwide, and the goodwill of the business symbolized thereby;

NOW THEREFORE, TO ALL WHOM IT MAY CONCERN: Be it known that in consideration of the payment of Assignee to Assignor of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee the full and exclusive right, title and interest to said Marks, including all common law and statutory rights, and any and all federal, state and/or other registrations, in and to the Marks, together with (i) all of the goodwill and the business symbolized by and associated with the Marks, and (ii) all causes of action, claims, and demands or other rights for, or arising from, any infringement, including past infringements, of the Marks.

ASSIGNOR hereby covenants that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this assignment and sale.

SAX ARTS & CRAFTS, LLC

By: 
Name: Karen A. Riching
Title: Assistant Secretary
Date: March 11, 2015

SCHEDULE A

| <u>Mark</u> | <u>Registration Number</u> |
|-------------|----------------------------|
| TRUE-FLOW | 1271755 |
| VERSA TEMP | 1746677 |
| WRITE ON | 1262365 |

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