

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM365434

<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>
Standard Publishing Group LLC		12/02/2015	LIMITED LIABILITY COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	David C Cook		
<b>Street Address:</b>	4050 Lee Vance View		
<b>City:</b>	Colorado Springs		
<b>State/Country:</b>	COLORADO		
<b>Postal Code:</b>	80918		
<b>Entity Type:</b>	Non-profit corporation: ILLINOIS		
<b>PROPERTY NUMBERS Total: 17</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2619802	BIBLICAL CHOICES	
<b>Registration Number:</b>	3040692	BIBLICAL CHOICES FOR A NEW GENERATION	
<b>Registration Number:</b>	3108021	BRINGING THE WORD TO LIFE	
<b>Registration Number:</b>	2004549	DEVOTIONS	
<b>Registration Number:</b>	2963555	HEARTSHAPER	
<b>Registration Number:</b>	2379981	KIDZ CHAT	
<b>Registration Number:</b>	2429855	LIVE WIRE	
<b>Registration Number:</b>	1148906	REDI-STIX	
<b>Registration Number:</b>	1138376	SEEK	
<b>Registration Number:</b>	1028964	STANDARD	
<b>Registration Number:</b>	1054292	STANDARD	
<b>Registration Number:</b>	3530603	STANDARD LESSON COMMENTARY	
<b>Registration Number:</b>	1171181	WEEKLY BIBLE READER	
<b>Registration Number:</b>	1144152	STICK*N*SMIFF	
<b>Registration Number:</b>	4230187	STANDARD LESSON QUARTERLY	
<b>Registration Number:</b>	4290292	STANDARD LESSON RESOURCES	
<b>Serial Number:</b>	86210165	STANDARD LESSON	
<b>CORRESPONDENCE DATA</b>			
<b>TRADEMARK</b>			

**Fax Number:** 3127043001

*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.*

**Phone:** 3127043336

**Email:** trademarks@hinshawlaw.com

**Correspondent Name:** Kourtney A. Mulcahy

**Address Line 1:** 222 N. LaSalle Street

**Address Line 2:** Suite 300

**Address Line 4:** Chicago, ILLINOIS 60601

<b>ATTORNEY DOCKET NUMBER:</b>	931543 STANDARD PUBLISHIN
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<b>NAME OF SUBMITTER:</b>	Kourtney A. Mulcahy
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<b>SIGNATURE:</b>	/kourtney mulcahy/
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<b>DATE SIGNED:</b>	12/11/2015
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**Total Attachments: 7**

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## TRADEMARK ASSIGNMENT

Standard Publishing Group LLC, a Delaware limited liability company (“**Assignor**”), located at 8805 Governor’s Hill Drive, Suite 400, Cincinnati, OH 45249, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, hereby sells, assigns, transfers, conveys and delivers, effective as of December 2<sup>nd</sup>, 2015 (the “**Effective Date**”), unto David C Cook, an Illinois not-for-profit corporation (“**Assignee**”), located at 4050 Lee Vance View, Colorado Springs, CO 80918, and its representatives, successors and assigns, any and all of the Assignor’s worldwide rights, title, claims and interests in and to the trademarks, trademark registrations and trademark applications set forth on Schedule 1 hereto (collectively, the “**Trademarks**”) and any and all divisions, renewals, continuations, 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 the Trademarks. This Trademark Assignment is not intended to be an “assignment in gross”. Assignor authorizes and requests any official whose duty it is to issue trademarks, to issue any registrations, renewals or extensions with regard to the Trademarks to Assignee or its successors or assigns.

Assignor acknowledges that, as of immediately following the Effective Date, Assignor shall not have any right, title, claim or interest in or to the Trademarks or any registrations or applications for registration thereof, anywhere in the world.

*[signature pages follow]*

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

Assignor

**STANDARD PUBLISHING GROUP LLC**

By: *Kevin Brady*  
Name: Kevin Brady  
Title: Vice President

STATE OF New York )  
COUNTY OF New York City ) SS:

On the 2 day of December in the year 2015, before me, the undersigned, personally appeared Kevin F. Brady 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.

*Christine D. Flaherty*  
Notary Public

**CHRISTINE D FLAHERTY**  
Notary Public, State of New York  
No. 01FL6134858  
Qualified in Queens County  
Commission Expires October 11, 2017

Assignee

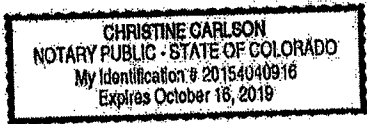
**DAVID C COOK**

By: Scott Miller  
Name: Scott Miller  
Title: Chief Operating Officer

STATE OF Colorado )  
COUNTY OF El Paso ) SS:

On the 3 day of Dec, in the year 2015, before me, the undersigned, personally appeared \_\_\_\_\_ 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.



Christine Carlson  
Notary Public

[SIGNATURE PAGE TO TRADEMARK ASSIGNMENT]

Schedule 1

A. Registered Trademarks

Mark	Reg. No.	Class
BIBLICAL CHOICES	2,619,802	16
BIBLICAL CHOICES FOR A NEW GENERATION	3,040,692	16
BRINGING THE WORD TO LIFE	3,108,021	16
DEVOTIONS	2,004,549	16
HEARTSHAPER	2,963,555	16
KIDZ CHAT	2,379,981	16
LIVE WIRE	2,429,855	16
REDI-STIX	1,148,906	16
SEEK	1,138,376	16
STANDARD	1,028,964	42
STANDARD	1,054,292	16
STANDARD LESSON COMMENTARY	3,530,603	16
WEEKLY BIBLE READER	1,171,181	16
STICK*N*SNIFF	1,144,152	16
STANDARD LESSON QUARTERLY	4,230,187	16
STANDARD LESSON RESOURCES	4,290,292	16

B. Trademark Applications

Mark	Application No.	Date
STANDARD LESSON	86210165	March 4, 2014

C. Trademarks which are not registered and for which no application has been filed:

Route 52  
Camp  
Encounter  
40 Instant Studies  
Standard Publishing  
Heartshaper  
Standard Lesson Study Bible  
13 Very....  
Each of the logos set forth on Addendum 3.06(b)(C)

**Addendum 3.06(b)(C)**

[See attached]



# Standard LESSON™

Standard LESSON  
COMMENTARY

Standard LESSON  
QUARTERLY

Standard LESSON  
RESOURCES

**ENCOUNTER**

**Biblical  
Choices**  
for a new generation.



**Standard®**  
P U B L I S H I N G

**Standard®**  
P U B L I S H I N G  
*Bringing The Word to Life*