

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM374683

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Gospel Light Publications		11/02/2015	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Tyndale House Publishers, Inc.		
Street Address:	351 Executive Drive		
City:	Carol Stream		
State/Country:	ILLINOIS		
Postal Code:	60188		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2465861	WHAT THE BIBLE IS ALL ABOUT	
Registration Number:	3897468	WHAT THE BIBLE IS ALL ABOUT	
CORRESPONDENCE DATA			
Fax Number:	3124635001		
<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:	3124635000		
Email:	bwptotm@bannerwitcoff.com		
Correspondent Name:	Jon O. Nelson		
Address Line 1:	10 S. Wacker Drive		
Address Line 2:	Suite 3000		
Address Line 4:	Chicago, ILLINOIS 60606		
ATTORNEY DOCKET NUMBER:	010934.00087		
NAME OF SUBMITTER:	Jon O. Nelson		
SIGNATURE:	/Jon O. Nelson/		
DATE SIGNED:	02/26/2016		
Total Attachments: 2			
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AGREEMENT FOR ASSIGNMENT OF TRADEMARKS

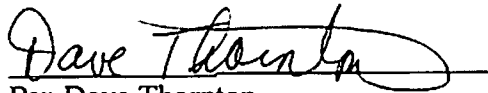
This Agreement for Assignment of Trademarks ("Agreement") is made as of November 2, 2015, by and between Gospel Light Publications ("Assignor"), a California corporation, and Tyndale House Publishers, Inc. ("Assignee"), a Delaware corporation.

1. Assignment. For good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby transfers and assigns to Assignee its entire right, title and interest in the trademarks and service marks listed on Exhibit A to this Agreement and all other trademarks and service marks and names related to the WTB Assets as defined by and assigned to Assignee in the Asset Purchase Agreement between the parties hereof dated as of October 23, 2015 (collectively, the "Marks") and all goodwill appurtenant thereto, including the U.S. and international trademark applications and registrations (if applicable) listed on Exhibit A, and any and all divisions, renewals, continuations and extensions thereof, and Assignor authorizes and requests any official whose duty it is to issue trademarks, to issue any renewals or extensions to Assignee or its successors or assigns.

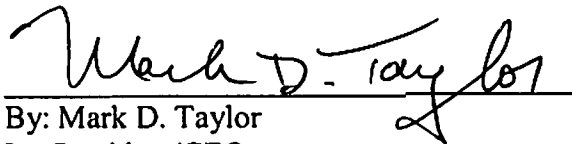
2. Ownership. Assignor acknowledges Assignee's exclusive right, title and interest in and to the Marks and all registrations or applications for registration thereof, anywhere in the world, and will not at any time do or cause to be done any act contesting or in way impairing or tending to impair such rights, title and interest or full exercise thereof.

GOSPEL LIGHT PUBLICATIONS

TYNDALE HOUSE PUBLISHERS, INC.



By: Dave Thornton
Its: CEO



By: Mark D. Taylor
Its: President/CEO

**EXHIBIT A
ASSIGNED TRADEMARK REGISTRATIONS**

Trademark	Classes and Goods	USPTO Application No	TM Status	Registration Date
WHAT THE BIBLE IS ALL ABOUT	9. Video tapes, compact discs and multi-media computer software featuring religious educational material in the field of religious bible study. 16. Periodicals in the nature of books, magazines and brochures featuring information of general and educational interest in the field of religious bible study	74617568	Registered	July 3, 2001
WHAT THE BIBLE IS ALL ABOUT	16. Printed educational materials, namely, books in the field of religious bible study	85056140	Registered	December 28, 2010

ASSIGNMENT OF
TRADEMARK - 2

RECORDED: 02/26/2016

TRADEMARK
REEL: 005740 FRAME: 0296