

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

ETAS ID: TM414687

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	CHANGE OF NAME		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Greenwood Publishing Group, Inc.		12/31/2016	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Greenwood Publishing Group, LLC		
<b>Street Address:</b>	88 Post Rd., W.		
<b>City:</b>	Westport		
<b>State/Country:</b>	CONNECTICUT		
<b>Postal Code:</b>	06881		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 8</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	1415868	PRAEGER	
<b>Registration Number:</b>	2295813	CRINKLES	
<b>Registration Number:</b>	3065787	GENREFLECTING	
<b>Registration Number:</b>	4367755	GENREFLECTING	
<b>Registration Number:</b>	1520892	THE READER'S ADVISER	
<b>Registration Number:</b>	1274273	Q QUORUM	
<b>Registration Number:</b>	2208764	CHILDREN'S MAGAZINE GUIDE	
<b>Registration Number:</b>	2324558	CRINKLES	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2122265085		
<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>			
<b>Phone:</b>	2122265054		
<b>Email:</b>	trademarks@powleygibson.com		
<b>Correspondent Name:</b>	Mary A. Donovan, Esq.		
<b>Address Line 1:</b>	304 Hudson Street, Ste 202		
<b>Address Line 4:</b>	New York, NEW YORK 10013		
<b>ATTORNEY DOCKET NUMBER:</b>	1000.0		
<b>NAME OF SUBMITTER:</b>	Mary A. Donovan, Esq.		

OP \$215.00 1415868

<b>SIGNATURE:</b>	/madonovan/
<b>DATE SIGNED:</b>	02/02/2017
<b>Total Attachments: 5</b> source=Greenwood Publishing Group#page1.tif source=Greenwood Publishing Group#page2.tif source=Greenwood Publishing Group LLC#page1.tif source=Greenwood Publishing Group LLC#page2.tif source=Greenwood Publishing Group LLC#page3.tif	

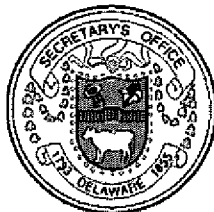
# Delaware

The First State

Page 1

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF  
DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND  
CORRECT COPY OF THE CERTIFICATE OF FORMATION OF "GREENWOOD  
PUBLISHING GROUP, LLC" FILED IN THIS OFFICE ON THE SIXTEENTH  
DAY OF DECEMBER, A.D. 2016, AT 11:46 O'CLOCK A.M.

AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE  
OF THE AFORESAID CERTIFICATE OF FORMATION IS THE THIRTY-FIRST  
DAY OF DECEMBER, A.D. 2016.



2077219 8100V  
SR# 20167120273

You may verify this certificate online at [corp.delaware.gov/authver.shtml](http://corp.delaware.gov/authver.shtml)

A handwritten signature in black ink, appearing to read "JB", is written over a horizontal line. Below the line, the text "Jeffrey W. Bullock, Secretary of State" is printed.

Jeffrey W. Bullock, Secretary of State

Authentication: 203531612  
Date: 12-16-16

**TRADEMARK**  
**REEL: 005980 FRAME: 0031**

CERTIFICATE OF FORMATION

OF

Greenwood Publishing Group, LLC

The undersigned, an authorized natural person, for the purpose of forming a limited liability company under the provisions and subject to the requirements of the State of Delaware (particularly Chapter 18, Title 6 of the Delaware Code and the acts amendatory thereof and supplemental thereto, and known, identified, and referred to as the "Delaware Limited Liability Company Act"), hereby certifies that:

FIRST: The name of the limited liability company (hereinafter called the "limited liability company") is Greenwood Publishing Group, LLC.

SECOND: The address of the registered office of the limited liability company in the State of Delaware is c/o the Corporation Trust Company, 1209 Orange Street, Wilmington, Delaware 19801.

THIRD: The name and address of the registered agent required to be maintained by Section 18-104 of the Delaware Limited Liability Company Act is the Corporation Trust Company, 1209 Orange Street, Wilmington, Delaware 19801.

Fourth: The effective date of the formation of the limited liability company is December 31, 2016.

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Formation on December 16, 2016.



Name: Keith A. James  
Title: Authorized Person

# Delaware

The First State

Page 1

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF CONVERSION OF A DELAWARE CORPORATION UNDER THE NAME OF "GREENWOOD PUBLISHING GROUP, INC." TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "GREENWOOD PUBLISHING GROUP, INC." TO "GREENWOOD PUBLISHING GROUP, LLC", FILED IN THIS OFFICE ON THE SIXTEENTH DAY OF DECEMBER, A.D. 2016, AT 11:46 O'CLOCK A.M.

AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF CONVERSION IS THE THIRTY-FIRST DAY OF DECEMBER, A.D. 2016.



2077219 8100V  
SR# 20167120273

You may verify this certificate online at [corp.delaware.gov/authver.shtml](http://corp.delaware.gov/authver.shtml)

A handwritten signature in black ink, appearing to read "JBullock", is written over a horizontal line. Below the line, the text "Jeffrey W. Bullock, Secretary of State" is printed.

Jeffrey W. Bullock, Secretary of State

Authentication: 203531612  
Date: 12-16-16

**TRADEMARK**  
**REEL: 005980 FRAME: 0033**

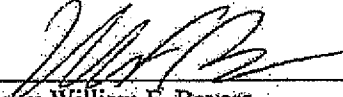
**STATE OF DELAWARE  
CERTIFICATE OF CONVERSION  
FROM A CORPORATION TO A  
LIMITED LIABILITY COMPANY PURSUANT TO  
SECTION 266 OF THE DELAWARE GENERAL CORPORATION LAW AND  
SECTION 18-214 OF THE DELAWARE LIMITED LIABILITY ACT**

1. The name of this corporation is "Greenwood Publishing Group, Inc."
2. The jurisdiction where the corporation first formed is Delaware.
3. The jurisdiction immediately prior to filing this Certificate of Conversion is Delaware.
4. The date the certificate of incorporation of the corporation was first filed with the Delaware Secretary of State of the State of Delaware is December 3, 1985.
5. The corporation shall be converted to a Delaware limited liability company. The name of the limited liability company as set forth in the Certificate of Formation is Greenwood Publishing Group, LLC.
6. The effective date of the conversion of this corporation to a limited liability company is December 31, 2016.
7. The conversion has been approved in accordance with Section 266 of the Delaware General Corporation Law.

*[Signature Page Follows]*

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Conversion  
on the 16th day of December, 2016.

Greenwood Publishing Group, Inc.

By:   
Name: William F. Bayers  
Title: Executive Vice President,  
General Counsel & Secretary

[Signature Page to Certificate of Conversion of Greenwood Publishing Group, Inc.]