

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM435936

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Smarterkids.com, Inc.		07/20/2017	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Earlychildhood LLC		
Street Address:	c/o Excelligence Learning Corporation		
Internal Address:	Legal Dept., 20 Ryan Ranch Road, Suite 200		
City:	Monterey		
State/Country:	CALIFORNIA		
Postal Code:	93940		
Entity Type:	Limited Liability Company: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2471836	SMARTERKIDS	
CORRESPONDENCE DATA			
Fax Number:	2126843900		
<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:	2126843900		
Email:	efiling@grr.com		
Correspondent Name:	Jonathan M. Purow		
Address Line 1:	270 Madison Avenue, 8th Floor		
Address Line 4:	New York, NEW YORK 10016		
ATTORNEY DOCKET NUMBER:	8747/0126		
NAME OF SUBMITTER:	Jonathan M. Purow		
SIGNATURE:	/Jonathan M. Purow/		
DATE SIGNED:	07/20/2017		
Total Attachments: 1			
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OP \$40.00 2471836

TRADEMARK ASSIGNMENT

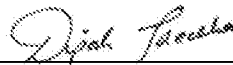
WHEREAS, Smarterkids.com, Inc., a corporation of the State of Delaware, U.S.A., with an address of 2 Lower Ragsdale Drive, Monterey, California 93940 (hereinafter referred to as the “**ASSIGNOR**”), is the owner of the trademark SMARTERKIDS and the owner of the associated United States Trademark Registration No. 2,471,836 (hereinafter referred to as the “**MARK**”); and

WHEREAS, Earlychildhood LLC, a limited liability company of the State of California, U.S.A., with an address of 20 Ryan Ranch Road, Suite 200, Monterey, California 93940 (hereinafter referred to as the “**ASSIGNEE**”), is desirous of acquiring all of the right, title, and interest of ASSIGNOR in, to, and under the MARK, together with the goodwill of the business symbolized by the MARK;

NOW, THEREFORE in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration paid by the ASSIGNEE to the ASSIGNOR, the full receipt and sufficiency of which is hereby acknowledged, ASSIGNOR does hereby sell, assign, transfer and convey unto ASSIGNEE all of its right, title, and interest in and to the MARK, together with the goodwill of the business symbolized by the MARK, and the right to sue and recover for past infringement thereof.

This Assignment is entered into by the ASSIGNOR as of, and is effective as of, July, 20, 2017.

SMARTERKIDS.COM, INC.



Name: Dipak Golechha
Title: President