

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM457358

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Excelligence Learning Corporation		12/12/2017	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Children's Factory, LLC		
Street Address:	510 S. McKinley Avenue		
City:	Union		
State/Country:	MISSOURI		
Postal Code:	63084		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 7			
Property Type	Number	Word Mark	
Registration Number:	3675708	CLASSICRIDER	
Registration Number:	3866627	MYRIDER	
Registration Number:	3769889	RUGGEDRIDER	
Registration Number:	4100273	SAFE-T-SIDE	
Registration Number:	3463558	SOUND SPONGE	
Registration Number:	4286414	SPORTRIDER	
Registration Number:	3810251	VARIO SEAT	
CORRESPONDENCE DATA			
Fax Number:	2126843999		
<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:	jpurow@grr.com		
Correspondent Name:	Jonathan M. Purow		
Address Line 1:	270 Madison Avenue		
Address Line 2:	8th Floor		
Address Line 4:	New York, NEW YORK 10016		
ATTORNEY DOCKET NUMBER:	8747/0135		
NAME OF SUBMITTER:	Jonathan M. Purow		

OP \$190.00 3675708

SIGNATURE:	/Jonathan M. Purow/
DATE SIGNED:	01/09/2018
Total Attachments: 2 source=Excelligence to Children's Factory Assignment - Trademarks#page1.tif source=Excelligence to Children's Factory Assignment - Trademarks#page2.tif	

TRADEMARK ASSIGNMENT

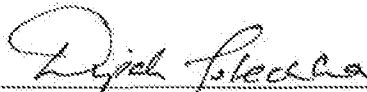
WHEREAS, Excelligence Learning Corporation, a corporation of the State of Delaware, U.S.A., with an address of 20 Ryan Ranch Road, Suite 200, Monterey, California 93940 (hereinafter referred to as the “**ASSIGNOR**”), owns the trademark registrations listed in Schedule A (hereinafter referred to as the “**MARKS**”); and

WHEREAS, Children’s Factory, LLC, a limited liability company of the State of Delaware, U.S.A., with an address of 510 S. McKinley Avenue, Union, Missouri 63084 (hereinafter referred to as the “**ASSIGNEE**”), is desirous of acquiring all of the right, title, and interest of ASSIGNOR in, to, and under the MARKS, together with the goodwill of the business symbolized by the MARKS;

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 MARKS, together with the goodwill of the business symbolized by the MARKS, 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
December 12th, 2017.

EXCELLIGENCE LEARNING CORPORATION



Name: Dipak Golechha

Title: President

Schedule A

REGISTRATION

Mark	Registration No.
CLASSICRIDER	3,675,708
MYRIDER	3,866,627
RUGGED RIDER	3,769,889
SAFE-T-SIDE	4,100,273
SOUND SPONGE	3,463,558
SPORTRIDER	4,286,414
VARIO SEAT	3,810,251