

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM501382

<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>
Excelligence Learning Corporation		12/06/2018	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Earlychildhood LLC		
<b>Street Address:</b>	c/o Excelligence Learning Corporation Legal Dept.		
<b>Internal Address:</b>	20 Ryan Ranch Road, Suite 200		
<b>City:</b>	Monterey		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	93940		
<b>Entity Type:</b>	Limited Liability Company: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 14</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5368567	SOFTSTAGES	
<b>Registration Number:</b>	4849114	EARLYCHILDHOOD NEWS	
<b>Registration Number:</b>	4031147	DISCOUNT SCHOOL SUPPLY	
<b>Registration Number:</b>	4475192	ENVIRONMENTS	
<b>Registration Number:</b>	4324572	PRIMA-COLOR	
<b>Registration Number:</b>	4359338	MY PERFECT CLASSROOM	
<b>Registration Number:</b>	4385489	BUILDING BRILLIANCE	
<b>Registration Number:</b>	4429231	EXCELLERATIONS	
<b>Registration Number:</b>	2906713	TEACHER QUICKSOURCE	
<b>Registration Number:</b>	3576092	COLORDESIGN CARPET	
<b>Registration Number:</b>	3491407	INCREDIBLEFOAM	
<b>Registration Number:</b>	2432043	NIFTYSYSTEM	
<b>Registration Number:</b>	2609995	EICHILD.COM	
<b>Registration Number:</b>	1525918	SOFTSTAGES	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2126843999		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent</i>			

OP \$365.00 5368567

*using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.*

**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

<b>ATTORNEY DOCKET NUMBER:</b>	8877/0012
<b>NAME OF SUBMITTER:</b>	Jonathan M. Purow
<b>SIGNATURE:</b>	/Jonathan M. Purow/
<b>DATE SIGNED:</b>	12/10/2018

**Total Attachments: 4**

source=Assignment from Excelligence to EarlyChildhood - 10.10.18#page1.tif  
source=Assignment from Excelligence to EarlyChildhood - 10.10.18#page2.tif  
source=Assignment from Excelligence to EarlyChildhood - 10.10.18#page3.tif  
source=Assignment from Excelligence to EarlyChildhood - 10.10.18#page4.tif

TRADEMARK ASSIGNMENT

**WHEREAS**, EXCELLIGENCE LEARNING CORPORATION, a corporation of the State of Delaware, U.S.A., with an address of 20 Ryan Ranch Rd, Ste. 200 Monterey, California 93940, United States of America (hereinafter referred to as the “**Assignor**”), owns the trademarks and registrations therefor listed in Schedule A (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 c/o Excelligence Learning Corporation Legal Dept., 20 Ryan Ranch Rd., Ste 200 Monterey, California 93940, United States of America (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 are hereby acknowledged, ASSIGNOR does hereby sell, assign, transfer and convey unto ASSIGNEE 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 Agreement is entered into by the parties as of and is effective as of December 6, 2018.

**EXCELLIGENCE LEARNING  
CORPORATION**

*Trey Thomas*

Name: Trey Thomas

Title: Chief Legal Officer

**Schedule A**

<b>MARK</b>	<b>REGISTRATION NUMBER</b>	<b>CLASS: GOODS/SERVICES</b>
SOFTSTAGES	5368567	28: Educational playthings in the nature of shaped cushions, mats, and pillows for developing and training gross motor skills of children
EARLYCHILDHOOD NEWS	4849114	41: Providing an on-line magazine in the field of child care management
DISCOUNT SCHOOL SUPPLY	4031147	35: Mail order and web-based catalog services featuring educational products, school supplies, furniture, school equipment, and toys, including arts and crafts materials, curriculum materials, infant and toddler products, storage equipment, active play products, manipulatives, and teacher's resources
ENVIRONMENTS	4475192	35: Mail order and web-based catalog services featuring educational products, school supplies, furniture, school equipment, and toys, including arts and crafts materials, curriculum materials, infant and toddler products, storage equipment, active play products, manipulatives, and teacher's resources
PRIMA-COLOR	4324572	16: art paper, bulletin board paper; craft paper; paper
MY PERFECT CLASSROOM	4359338	20: Furniture and school equipment, namely, lockers, coat lockers, shelving for storage, storage racks, and Storage and organization systems comprising shelves, drawers, cupboards, and baskets, sold as a unit
BUILDING BRILLANCE	4385489	28: educational skill kit consisting of magnetic plastic shapes
EXCELLERATIONS	4429231	15: Educational products intended to develop young children's cognitive and creative abilities in the subject area of music, namely, musical instruments  16: Educational products intended to develop young children's cognitive and creative abilities in the subject areas of math, language, literacy, science, social studies, music, dramatic play, and arts and crafts, namely, flash cards, curriculum-based children's arts and craft kits, printed

		<p>wall charts, printed wall charts featuring pockets, and posters</p> <p>25: Educational products intended to develop young children's cognitive and creative abilities in the subject areas of math, language, literacy, science, social studies, music, dramatic play, and arts and crafts, namely, wearable activity vests and aprons</p> <p>28: Educational products and toys intended to develop young children's cognitive and creative abilities in the subject areas of math, language, literacy, science, social studies, music, dramatic play, and arts and crafts, namely, card games, puzzles, floor puzzles, board games, table top multiple activity sets, toy science kits, plush toys, dolls, puppets, table top and standing puppet theaters, plastic and wood figures, role playing tools and play sets; educational products and equipment intended to develop young children's fine and gross motor skills, namely, blocks and construction toys, toy vehicles, lacing tools, plastic manipulatives, table top multiple activity sets, toys and sewn articles that teach buttoning, lacing and other dressing skills, equipment for developing balance and coordination, namely, balance beams, and stepping stones, play tents, play tunnels, streamers, play parachutes, play scarves, bean bags, play balls, aiming and tossing toys, toy sand and water tables, sand and water play toys, namely, shovels, and floating toys</p>
TEACHER QUICKSOURCE	2906713	41: providing educational instruction information for teachers from early childhood through *age eight* levels to aid them in preparing developmentally appropriate materials for students; education services, namely, providing tutorial sessions for teachers from early childhood through *age eight* levels to aid them in preparing developmentally appropriate materials for students
COLORDESIGN CARPET	3576092	27: Carpets
INCREDIBLEFOAM	3491407	16: Modeling materials and compounds for use by children

NIFTYSYSTEM	2432043	28: manipulative games, namely, manipulative system with interchangeable parts which offers multiple activities, designed for children, special education, and geriatric program and guide books for use with the aforementioned goods, sold as a unit
EICHILD.COM	2609995	35: on-line, electronic mail, shop-at-home catalogue mail-order services and retail store services featuring children's furniture, equipment, educational equipment toys and games
SoftStages	1525918	28: shaped cushions, mats, and pillows for developing and training gross motor skills of children