

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM528545

<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>
Channing Bete Company, Inc.		06/18/2019	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	CBC IP Holding, LLC		
<b>Street Address:</b>	One Community Place		
<b>City:</b>	South Deerfield		
<b>State/Country:</b>	MASSACHUSETTS		
<b>Postal Code:</b>	01373		
<b>Entity Type:</b>	Limited Liability Company: MASSACHUSETTS		
<b>PROPERTY NUMBERS Total: 32</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	1948348	A TEACHING TALE FROM THE CHANNING L. BET	
<b>Registration Number:</b>	2918225	CHANNING BETE COMPANY	
<b>Registration Number:</b>	2918230		
<b>Registration Number:</b>	2918231	CHANNING BETE COMPANY	
<b>Registration Number:</b>	5378698	CLICK-TIPS	
<b>Registration Number:</b>	2198223	DEWDROP	
<b>Registration Number:</b>	2199805		
<b>Registration Number:</b>	1748452	DEWDROP SAYS	
<b>Registration Number:</b>	1747081	EVERYREADER	
<b>Registration Number:</b>	4310719	HEALTHSIDE	
<b>Registration Number:</b>	4384675	HEALTHSIDE	
<b>Registration Number:</b>	4277011	HUGS & HEALTH	
<b>Registration Number:</b>	4096015	KEEPING TABS	
<b>Registration Number:</b>	2506274	KNOW WHAT?	
<b>Registration Number:</b>	2665576	KNOW WHAT?	
<b>Registration Number:</b>	3770197	KNOW WHAT?	
<b>Registration Number:</b>	2975399	ON	
<b>Registration Number:</b>	3744702	ON	
<b>Registration Number:</b>	4133213	ON	

OP \$815.00 1948348

Property Type	Number	Word Mark
Registration Number:	4275210	
Registration Number:	3281893	POCKET MINDER
Registration Number:	1792591	REALSTYLE
Registration Number:	4377806	SERVINGUS
Registration Number:	2201465	WAY TO GROW
Registration Number:	5512889	WAY TO GROW
Registration Number:	2864828	WE WONDER
Registration Number:	3724893	WE WONDER
Registration Number:	2930323	WHAT'S UP
Registration Number:	3786827	WHAT'S UP
Registration Number:	2636881	WHO KNEW?
Registration Number:	3849318	WHO KNEW?
Registration Number:	2340769	WRITE FROM THE HEART

**CORRESPONDENCE DATA**

**Fax Number:**

*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.*

**Phone:** 4132726282

**Email:** lostberg@bulkley.com

**Correspondent Name:** Lauren Ostberg

**Address Line 1:** 1500 Main Street, Suite 2700

**Address Line 4:** Springfield, MASSACHUSETTS 01115-5007

<b>NAME OF SUBMITTER:</b>	Lauren C. Ostberg
<b>SIGNATURE:</b>	/Lauren C. Ostberg/
<b>DATE SIGNED:</b>	06/20/2019

**Total Attachments: 16**

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Trademark Assignment

This Assignment ("Assignment") is made effective as of June 18, 2019, from Channing Bete Company, Inc., a Delaware corporation ("Assignor") to CBC IP Holding, LLC ("Assignee"), a Massachusetts limited liability company.

WHEREAS, ASSIGNOR is the owner of the trademarks identified in Exhibit A (the "Marks"), together with the goodwill of the business symbolized thereby in connection with the goods and services on or in connection with which the Mark are used or are intended to be used (the "Products and Services").


WHEREAS, ASSIGNOR desires to convey, transfer, assign, deliver, and contribute to ASSIGNEE all of its right, title, and interest in and to the Marks.

NOW, THEREFORE, in consideration of payment of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby conveys, transfers, assigns, delivers, and contributes to ASSIGNEE all of ASSIGNOR'S right, title, and interest of whatever kind in and to the Marks, together with: (1) the goodwill of the business relating to the Products and Services in respect upon which the Marks are used or will be used and/or for which registration is sought; (2) all income, royalties, and damages hereafter due or payable to ASSIGNOR with respect to the Marks, including without limitation, damages and payments for past or future infringements and misappropriations of the Marks; and (3) all rights to sue for past, present and future infringements or misappropriations of the Marks.

ASSIGNOR further covenants that it will execute all documents, papers, forms and authorizations and take all other actions that may be necessary for securing, completing, or vesting in ASSIGNEE full right, title, and interest in the Marks.

IN WITNESS WHEREOF, ASSIGNOR has duly executed under seal and delivered this Assignment, as of the day and year first above written.

Channing Bete Company, Inc.

By:   
Name: MICHAEL G. BETE  
Title: PATENT

**Exhibit A  
Trademarks**

**A Teaching Tale From The Channing Bete Company®**

**Design mark only.**

Registration Details:

Status	Class	Registration # Registration Date	Type of Mark	Register
Registered	16	1,948,348	Trademark	Principal
Incontestable		1/16/1996		

Goods and Services Description:

IC 016. US 002 005 022 023 029 037 038 050. G & S: publications, namely, booklets in the fields of health, safety, [ law,] education and social issues. FIRST USE: 19940415. FIRST USE IN COMMERCE: 19940415

**CHANNING BETE COMPANY®**

**Word mark only.**

Registration Details:

Status	Classes	Registration # Registration Date	Type of Mark	Register
Registered	16, 35, 42	2,918,225	Trademark	Principal
Incontestable		1/11/2005	Service Mark	

Goods and Services Description:

IC 016. US 002 005 022 023 029 037 038 050. G & S: Printed matter, namely, brochures relating to health and wellness, parenting, youth development, education, social issues, cognitive and behavioral change, elder issues, safety, energy and conservation, emergency preparedness, recreation and leisure, and religion and pamphlets relating to health and wellness, parenting, youth development, education, social issues, cognitive and behavioral change, elder issues, safety, electricity, energy and conservation, emergency preparedness, recreation and leisure, animal welfare, and religion, brochures and pamphlets relating to staff training in the areas of safety, health, personal development, and cognitive and behavioral change, coloring books relating to health and wellness, parenting, youth development, education, social issues, safety, electricity, energy and conservation, emergency preparedness, recreation and leisure, animal welfare, cognitive and behavioral change, and religion, leader's guides relating to health and wellness, parenting, youth development, education, social issues, cognitive and behavioral change, safety, [ emergency preparedness, ] recreation and leisure, [ and religion, ] posters relating to health and wellness, parenting, youth development, education, social issues, cognitive and behavioral change, safety, electricity and energy and conservation, and calendars relating to health and wellness, parenting, youth development, education, social issues, cognitive and behavioral change, safety, [ emergency preparedness, ] and religion. curriculum course materials, namely, books in the areas of health, safety, personal development, and cognitive and behavioral change, brochures in the areas of health and wellness, youth development, social issues, and cognitive and behavioral change, parenting, and safety,

**TRADEMARK**

**REEL: 006674 FRAME: 0558**

pamphlets in the areas of health and wellness, youth development, social issues, parenting, personal development, safety cognitive and behavioral change, and classroom management, and posters in the areas of youth development, social issues and cognitive and behavioral change, and health and wellness. FIRST USE: 20020107. FIRST USE IN COMMERCE: 20020107

IC 035. US 100 101 102. G & S: Advertising services for others, namely, conducting direct mail campaigns for others; telemarketing services. FIRST USE: 20020110. FIRST USE IN COMMERCE: 20020110

IC 042. US 100 101. G & S: Online information services, namely, providing information relating to health, wellness, parenting, youth development, social issues, cognitive and behavioral change, elder issues, child safety, home safety, personal safety, and emergency preparedness; designing and implementing web pages for others, consulting services in the area of cognitive and behavioral change; and language translation services. FIRST USE: 20020101. FIRST USE IN COMMERCE: 20020101

**CHANNING BETE COMPANY®**

**Design mark only.**

Registration Details:

Status	Classes	Registration # Registration Date	Type of Mark	Register
Registered	16, 35, 42	2,918,230	Trademark	Principal
Incontestable		1/11/2005	Service Mark	

Goods and Services Description:

IC 016. US 002 005 022 023 029 037 038 050. G & S: Printed matter, namely, brochures relating to health and wellness, parenting, youth development, education, social issues, cognitive and behavioral change, elder issues, safety, energy and conservation, emergency preparedness, recreation and leisure, and religion and pamphlets relating to health and wellness, parenting, youth development, education, social issues, cognitive and behavioral change, elder issues, safety, electricity, energy and conservation, emergency preparedness, recreation and leisure, animal welfare, and religion, brochures and pamphlets relating to staff training in the areas of safety, health, personal development, and cognitive and behavioral change, coloring books relating to health and wellness, parenting, youth development, education, social issues, safety, electricity, energy and conservation, emergency preparedness, recreation and leisure, animal welfare, cognitive and behavioral change, and religion, leader's guides relating to health and wellness, parenting, youth development, education, social issues, cognitive and behavioral change, safety [, emergency preparedness, ] recreation and leisure, [ and religion, ] posters relating to health and wellness, parenting, youth development, education, social issues, cognitive and behavioral change, safety, electricity and energy and conservation, and calendars relating to health and wellness, parenting, youth development, education, social issues, cognitive and behavioral change, safety [, emergency preparedness, ] and religion. curriculum course materials, namely, books in the areas of health, safety, personal development, and cognitive and behavioral change, brochures in the areas of health and wellness, youth

development, social issues, and cognitive and behavioral change, parenting, and safety, pamphlets in the areas of health and wellness, youth development, social issues, parenting, personal development, safety cognitive and behavioral change, and classroom management, and posters in the areas of youth development, social issues and cognitive and behavioral change, and health and wellness. FIRST USE: 20020107. FIRST USE IN COMMERCE: 20020107

IC 035. US 100 101 102. G & S: Advertising services for others, namely, conducting direct mail campaigns for others; telemarketing services. FIRST USE: 20020110. FIRST USE IN COMMERCE: 20020110

IC 042. US 100 101. G & S: Online information services, namely, providing information relating to health, wellness, parenting, youth development, social issues, cognitive and behavioral change, elder issues, child safety, home safety, personal safety, and emergency preparedness; designing and implementing web pages for others, consulting services in the area of cognitive and behavioral change; and language translation services. FIRST USE: 20020101. FIRST USE IN COMMERCE: 20020101

**CHANNING BETE COMPANY®**

**Design mark only.**

Registration Details:

Status	Classes	Registration # Registration Date	Type of Mark	Register
Registered	16, 35, 42	2,918,231	Trademark	Principal
Incontestable		1/11/2005	Service Mark	

Goods and Services Description:

IC 016. US 002 005 022 023 029 037 038 050. G & S: Printed matter, namely, brochures relating to health and wellness, parenting, youth development, education, social issues, cognitive and behavioral change, elder issues, safety, energy and conservation, emergency preparedness, recreation and leisure, and religion and pamphlets relating to health and wellness, parenting, youth development, education, social issues, cognitive and behavioral change, elder issues, safety, electricity, energy and conservation, emergency preparedness, recreation and leisure, animal welfare, and religion, brochures and pamphlets relating to staff training in the areas of safety, health, personal development, and cognitive and behavioral change, coloring books relating to health and wellness, parenting, youth development, education, social issues, safety, electricity, energy and conservation, emergency preparedness, recreation and leisure, animal welfare, cognitive and behavioral change, and religion, leader's guides relating to health and wellness, parenting, youth development, education, social issues, cognitive and behavioral change, safety, [ emergency preparedness, ] \*and \* recreation and leisure, [ and religion, ] posters relating to health and wellness, parenting, youth development, education, social issues, cognitive and behavioral change, safety, electricity and energy and conservation, and calendars relating to health and wellness, parenting, youth development, education, social issues, cognitive and behavioral change, safety, [ emergency preparedness, ] and religion. curriculum course materials, namely, books in the areas of health, safety, personal development, and cognitive and behavioral change, brochures in the areas of health and wellness, youth

development, social issues, and cognitive and behavioral change, parenting, and safety, pamphlets in the areas of health and wellness, youth development, social issues, parenting, personal development, safety cognitive and behavioral change, and classroom management, and posters in the areas of youth development, social issues and cognitive and behavioral change, and health and wellness. FIRST USE: 20020107. FIRST USE IN COMMERCE: 20020107

IC 035. US 100 101 102. G & S: Advertising services for others, namely, conducting direct mail campaigns for others; telemarketing services. FIRST USE: 20020110. FIRST USE IN COMMERCE: 20020110

IC 042. US 100 101. G & S: Online information services, namely, providing information relating to health, wellness, parenting, youth development, social issues, cognitive and behavioral change, elder issues, child safety, home safety, personal safety, and emergency preparedness; designing and implementing web pages for others, consulting services in the area of cognitive and behavioral change; and language translation services. FIRST USE: 20020101. FIRST USE IN COMMERCE: 20020101

**Click-Tips®**

Word mark only.

Registration Details:

Status	Class	Registration # Registration Date*	Type of Mark	Register
Registered	16	5,378,698	Trademark	Principal*
		1/16/2018		

\*This registration started on the supplemental trademark register under registration number 4,137,117 and a registration date of 5/1/12.

Goods and Services Description:

IC 016. US 002 005 022 023 029 037 038 050. G & S: pens. FIRST USE: 20080805. FIRST USE IN COMMERCE: 20080805

**Dewdrop®**

Word mark only.

Registration Details:

Status	Class	Registration # Registration Date	Type of Mark	Register
Registered	16	2,198,223	Trademark	Principal
Incontestable		10/20/1998		

Goods and Services Description:

IC 016. US 002 005 022 023 029 037 038 050. G & S: publications, namely, booklets concerning water; coloring and activities books, growth charts, printed stickers [ and printed posters]. FIRST USE: 19920420. FIRST USE IN COMMERCE: 19920420

**Dewdrop®**

Design mark only.



Registration Details:

Status	Class	Registration # Registration Date	Type of Mark	Register
Registered	16	2,199,805	Trademark	Principal
Incontestable		10/27/1998		

Goods and Services Description:

IC 016. US 002 005 022 023 029 037 038 050. G & S: publications, namely, booklets concerning water; coloring and activities books, growth charts, printed stickers [ and printed posters].  
FIRST USE: 19840530. FIRST USE IN COMMERCE: 19840530

Dewdrop®

Design mark only.

Registration Details:

Status	Class	Registration # Registration Date	Type of Mark	Register
Registered	16	1,748,452	Trademark	Principal
Incontestable		1/26/1993		

Goods and Services Description:

IC 016. US 038. G & S: booklets for water conservation. FIRST USE: 19920420. FIRST USE IN COMMERCE: 19920420

EveryReader®

Word mark only.

Registration Details:

Status	Class	Registration # Registration Date	Type of Mark	Register
Registered	16	1,747,081	Trademark	Principal
Incontestable		1/19/1993		

Goods and Services Description:

IC 016. US 038. G & S: publications; namely, booklets regarding a variety of social and health issues. FIRST USE: 19920406. FIRST USE IN COMMERCE: 19920406

Healthside®

Word mark only.

Registration Details:

Status	Class	Registration # Registration Date	Type of Mark	Register
Registered	16	4,310,719	Trademark	Principal
Incontestable		3/26/2013		

Goods and Services Description:

IC 016. US 002 005 022 023 029 037 038 050. G & S: Magazines in the field of disease management, nutrition, exercise, and smoking cessation. FIRST USE: 20120518. FIRST USE IN COMMERCE: 20120518

Healthside®

Word mark only.

Registration Details:

Status	Class	Registration # Registration Date	Type of Mark	Register
Registered	16	4,384,675	Trademark	Principal
Incontestable		8/13/2013		

Goods and Services Description:

IC 016. US 002 005 022 023 029 037 038 050. G & S: Magazines in the field of mental and emotional health. FIRST USE: 20130611. FIRST USE IN COMMERCE: 20130611

**Hugs & Health®**

**Word mark only.**

Registration Details:

Status	Class	Registration # Registration Date	Type of Mark	Register
Registered	16	4,277,011	Trademark	Principal
Incontestable		1/15/2013		

Goods and Services Description:

IC 016. US 002 005 022 023 029 037 038 050. G & S: magazines in the fields of health, infant and young child physical and emotional development, pregnancy, maternal health, child safety and parenting. FIRST USE: 20120829. FIRST USE IN COMMERCE: 20120829

**Keeping Tabs®**

**Word mark only.**

Registration Details:

Status	Class	Registration # Registration Date	Type of Mark	Register
Registered	16	4,096,015	Trademark	Principal
Incontestable		2/7/2012		

Goods and Services Description:

IC 016. US 002 005 022 023 029 037 038 050. G & S: Printed reference guides providing information relating to alcohol and other drugs, health and wellness, diseases, disease management and disease prevention, patient education, mental and emotional health, parenting, youth development, social issues, social media, safety, personal development, emergency preparedness, recreation and leisure, financial management, family services, career development, education, environment, energy and conservation, law enforcement, industry, government, business, and the military. FIRST USE: 20080421. FIRST USE IN COMMERCE: 20080421

**Know What?®**

**Word mark only.**

Registration Details:

Status	Class	Registration # Registration Date	Type of Mark	Register
Registered	16	2,506,274	Trademark	Principal
Incontestable		11/13/2001		

Goods and Services Description:

IC 016. US 002 005 022 023 029 037 038 050. G & S: PRINTED MATTER, NAMELY, EDUCATIONAL WORKBOOKS, LEADERSHIP GUIDES, AND INSTRUCTIONAL MATERIALS IN THE AREAS OF HEALTH, SAFETY, SOCIAL SKILLS, SOCIAL ISSUES, AND SCHOOL SUCCESS, AND MEDIA LITERACY. FIRST USE: 20000824. FIRST USE IN COMMERCE: 20000824

Know What?®

Word mark only.

Registration Details:

Status	Class	Registration # Registration Date	Type of Mark	Register
Registered	41	2,665,576	Service Mark	Principal
Incontestable		12/24/2002		

Goods and Services Description:

IC 041. US 100 101 107. G & S: Providing a web site featuring educational information in the form of online workbooks and leader's guides in the areas of health, safety, social skills, social issues, career information, school success, and media information. FIRST USE: 20000824. FIRST USE IN COMMERCE: 20000824

Know What?®

Word mark only.

Registration Details:

Status	Classes	Registration # Registration Date	Type of Mark	Register
Registered	16, 41	3,770,197	Trademark	Principal
Incontestable		4/6/2010	Service Mark	

Goods and Services Description:

IC 016. US 002 005 022 023 029 037 038 050. G & S: printed matter, namely, educational workbooks [, leadership guides,] and instructional materials in the areas of conservation of energy and natural resources; religion; military issues; education subjects, namely, bus safety, academic success, math, science and reading; career issues; and values and character education. FIRST USE: 20081218. FIRST USE IN COMMERCE: 20081218

IC 041. US 100 101 107. G & S: educational services, namely, providing online [educational workbooks and] leader's guides in the areas of conservation of energy and natural resources, religion, military issues, career issues, values and character education and education subjects, namely, bus safety, academic success, math, science and reading. FIRST USE: 20081218. FIRST USE IN COMMERCE: 20081218

On®

Word mark only.

Registration Details:

Status	Classes	Registration # Registration Date	Type of Mark	Register
Registered	16, 41, 44	2,975,399	Trademark	Principal
Incontestable		7/26/2005	Service Mark	

Goods and Services Description:

IC 016. US 002 005 022 023 029 037 038 050. G & S: Printed matter, namely, educational workbooks, leadership guides, and educational instructional materials in the areas of health, safety, social skills, social issues, school success, career issues, and media interpretation skills. FIRST USE: 20000131. FIRST USE IN COMMERCE: 20000131

IC 041. US 100 101 107. G & S: Online educational services, namely, providing educational instructional information in the following areas-- social skills, social issues, school success, media interpretation skills, automobile, bicycle, pedestrian, and recreational safety, and violence prevention. FIRST USE: 20000131. FIRST USE IN COMMERCE: 20000131

IC 044. US 100 101. G & S: Providing health information. FIRST USE: 20000131. FIRST USE IN COMMERCE: 20000131

On®

Word mark only.

Registration Details:

Status	Classes	Registration # Registration Date	Type of Mark	Register
Registered	16, 41	3,744,702	Trademark	Principal
Incontestable		2/2/2010	Service Mark	

Goods and Services Description:

IC 016. US 002 005 022 023 029 037 038 050. G & S: printed matter, namely, educational workbooks [, leadership guides,] and educational instructional materials in the areas of energy conservation, military issues, money management, dealing with grief, values and character development and education, academic integrity, sexual abstinence, dating, violence prevention and sexual harassment prevention. FIRST USE: 20090211. FIRST USE IN COMMERCE: 20090211

IC 041. US 100 101 107. G & S: online educational services, namely, providing educational instructional information in the areas of energy conservation, military issues, money management, dealing with grief, values and character development and education, academic integrity, sexual abstinence, dating, violence prevention and sexual harassment prevention. FIRST USE: 20090211. FIRST USE IN COMMERCE: 20090211

On®

Word mark only.

Registration Details:

Status	Classes	Registration # Registration Date	Type of Mark	Register
Registered	16, 41	4,133,213	Trademark	Principal
Incontestable		4/24/2012	Service Mark	

Goods and Services Description:

IC 016. US 002 005 022 023 029 037 038 050. G & S: printed matter, namely, educational workbooks, [ leadership guides, and educational instructional materials] relating to social media, the risks associated with alcohol, tobacco and other drugs, and to emotional health issues. FIRST USE: 20111018. FIRST USE IN COMMERCE: 20111018

IC 041. US 100 101 107. G & S: online educational services, namely, providing educational instructional information relating to social media, the risks associated with alcohol, tobacco and other drugs, and to emotional health issues. FIRST USE: 20111018. FIRST USE IN COMMERCE: 20111018

Parent/School Partnership®

Design mark only.

Registration Details:

Status	Class	Registration # Registration Date	Type of Mark	Register
Registered	16	4,275,210	Trademark	Principal*
Incontestable		1/15/2013		

\*This registration started on the supplemental trademark register under registration number 1,695,604 and a registration date of 6/16/92.

Goods and Services Description:

IC 016. US 002 005 022 023 029 037 038 050. G & S: educational kits for developing of better parent-school communications and parent involvement, primarily composed of booklets and display stands and posters, available as a unit or as refill sets. FIRST USE: 19901005. FIRST USE IN COMMERCE: 19901224

**Pocket Minder®**

**Word mark only.**

Registration Details:

Status	Class	Registration # Registration Date	Type of Mark	Register
Registered	16	3,281,893	Trademark	Principal
Incontestable		8/21/2007		

Goods and Services Description:

IC 016. US 002 005 022 023 029 037 038 050. G & S: printed instructional and educational materials in the fields of health, safety, social issues and education. FIRST USE: 20070227. FIRST USE IN COMMERCE: 20070227

**RealStyle®**

**Word mark only.**

Registration Details:

Status	Class	Registration # Registration Date	Type of Mark	Register
Registered	16	1,792,591	Trademark	Principal
Incontestable		9/14/1993		

Goods and Services Description:

IC 016. US 038. G & S: publications; namely, booklets devoted to health, medicine, education, business, industry, environment, family affairs, recreation and leisure, government, law enforcement and religion. FIRST USE: 19930205. FIRST USE IN COMMERCE: 19930205

**ServingUS®**

**Word mark only.**

Registration Details:

Status	Class	Registration # Registration Date	Type of Mark	Register
Registered	16	4,377,806	Trademark	Principal
Incontestable		7/30/2013		

Goods and Services Description:

IC 016. US 002 005 022 023 029 037 038 050. G & S: Magazines addressing subjects of interest to military personnel and their families, including military family resilience, military deployment, mental and emotional health issues, physical health issues, readiness, reunion and reintegration of military families, coping with separation, financial management, military marriage, relocation, military benefits, life issues for military members, and parenting. FIRST USE: 20130423. FIRST USE IN COMMERCE: 20130423

**Way To Grow®**

**Word mark only.**

Registration Details:

Status	Class	Registration #	Type of	Register
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		Registration Date	Mark	
Registered	16	2,201,465	Trademark	Principal
Incontestable		11/3/1998		

**Goods and Services Description:**

IC 016. US 002 005 022 023 029 037 038 050. G & S: Chart for keeping track of a child's immunizations, growth and physical checkups. FIRST USE: 19951127. FIRST USE IN COMMERCE: 19951127

**Way To Grow®**

**Word mark only.**

**Registration Details:**

Status	Class	Registration # Registration Date	Type of Mark	Register
Registered	16	5,512,889	Trademark	Principal
		7/10/2018		

**Goods and Services Description:**

IC 016. US 002 005 022 023 029 037 038 050. G & S: posters for tracking growth and delivering information in the areas of learning, reading, development, health, nutrition, fitness, safety, water conservation, and parenting. FIRST USE: 19981201. FIRST USE IN COMMERCE: 19981201

**We Wonder®**

**Word mark only.**

**Registration Details:**

Status	Class	Registration # Registration Date	Type of Mark	Register
Registered	16	2,864,828	Trademark	Principal
Incontestable		7/20/2004		

**Goods and Services Description:**

IC 016. US 002 005 022 023 029 037 038 050. G & S: printed instructional, educational, and teaching materials in the field of early childhood education, namely, workbooks, [ manuals,] guides, and activity books. FIRST USE: 20030414. FIRST USE IN COMMERCE: 20030414



**We Wonder®**

**Word mark only.**

**Registration Details:**

Status	Class	Registration # Registration Date	Type of Mark	Register
Registered	16	3,724,893	Trademark	Principal
Incontestable		12/15/2009		

**Goods and Services Description:**

IC 016. US 002 005 022 023 029 037 038 050. G & S: printed matter, namely, educational workbooks, [ leadership guides,] and instructional materials in the areas of health; educational subjects, namely, school bus safety, preschool, educational preparedness, mathematics, reading and writing; social skills; military issues; social issues; safety; values and character education; academic success; social and emotional learning; and conservation of [ energy and] natural resources. FIRST USE: 20090129. FIRST USE IN COMMERCE: 20090129

**What's Up®**

**Word mark only.**

**Registration Details:**

Status	Classes	Registration # Registration Date	Type of Mark	Register
Registered	16, 35, 41, 44	2,930,323	Trademark	Principal
Incontestable		3/8/2005	Service Mark	

**Goods and Services Description:**

IC 016. US 002 005 022 023 029 037 038 050. G & S: Printed matter, namely, educational workbooks, [ leadership guides, ] and instructional materials in the areas of health, safety, social skills, social issues, school success, career issues, and media literacy. FIRST USE: 20000225. FIRST USE IN COMMERCE: 20000225

IC 035. US 100 101 102. G & S: Providing career information. FIRST USE: 20000225. FIRST USE IN COMMERCE: 20000225

IC 041. US 100 101 107. G & S: Online educational services, namely, providing online educational information in the areas of social skills, social issues, school success, media literacy, automobile safety, and bicycle safety. FIRST USE: 20000225. FIRST USE IN COMMERCE: 20000225

IC 044. US 100 101. G & S: Providing health information. FIRST USE: 20000225. FIRST USE IN COMMERCE: 20000225

What's Up®

Word mark only.

Registration Details:

Status	Classes	Registration # Registration Date	Type of Mark	Register
Registered	16, 41	3,786,827	Trademark	Principal
Incontestable		5/11/2010	Service Mark	

Goods and Services Description:

IC 016. US 002 005 022 023 029 037 038 050. G & S: printed matter, namely, educational workbooks, leadership guides, and instructional materials in the areas of energy conservation; military issues; education subjects, namely, study skills, academic success, test anxiety, truancy, starting at a new school and civics; money management; values; and character education. FIRST USE: 20080204. FIRST USE IN COMMERCE: 20080204

IC 041. US 100 101 107. G & S: educational services, namely, providing online educational workbooks and leader's guides in the areas of energy conservation, military issues, money management, values, character education and education subjects, namely, study skills, academic success, test anxiety, truancy, starting at a new school and civics. FIRST USE: 20080204. FIRST USE IN COMMERCE: 20080204

Who Knew?®

Word mark only.

Registration Details:

Status	Classes	Registration # Registration Date	Type of Mark	Register
Registered	16, 42	2,636,881	Trademark	Principal
Incontestable		10/15/2002	Service Mark	

Goods and Services Description:

IC 016. US 002 005 022 023 029 037 038 050. G & S: Printed matter, namely educational workbooks, leadership guides, and instructional materials in the areas of health, safety, social skills, social issues, school success, career issues, media literacy, and money management. FIRST USE: 20010618. FIRST USE IN COMMERCE: 20010618

IC 042. US 100 101. G & S: Computer services, namely providing online workbooks in the areas of health, safety, social skills, social issues, school success, career issues, media literacy, and money management. FIRST USE: 20010605. FIRST USE IN COMMERCE: 20010605

Who Knew?®

Word mark only.

Registration Details:

Status	Classes	Registration # Registration Date	Type of Mark	Register
Registered	16, 41, 42, 45	3,849,318	Trademark	Principal
Incontestable		9/21/2010	Service Mark	

Goods and Services Description:

IC 016. US 002 005 022 023 029 037 038 050. G & S: printed matter, namely, educational workbooks, [ leadership guides and instructional materials ] about conservation of energy and natural resources, religion, military issues, and educational subjects, namely, study skills, academic honesty, summer learning, reading, math, bus safety and starting at a new school and values and character education. FIRST USE: 20090629. FIRST USE IN COMMERCE: 20090629

IC 041. US 100 101 107. G & S: providing online information relating to educational issues, namely, study skills, academic honesty, summer learning, reading, math, starting at a new school and character education. FIRST USE: 20090629. FIRST USE IN COMMERCE: 20090629

IC 042. US 100 101. G & S: providing online information in the areas of conservation of energy and natural resources. FIRST USE: 20090629. FIRST USE IN COMMERCE: 20090629

IC 045. US 100 101. G & S: providing online information in the areas of religion, bus safety and emotional issues facing military families. FIRST USE: 20090629. FIRST USE IN COMMERCE: 20090629

Write From The Heart®

Word mark only.

Registration Details:

Status	Class	Registration # Registration Date	Type of Mark	Register
Registered	16	2,340,769	Trademark	Principal
Incontestable		4/11/2000		

Goods and Services Description:

IC 016. US 002 005 022 023 029 037 038 050. G & S: Booklets relating to letter writing, tote envelopes, stickers, stationery and envelopes. FIRST USE: 19990618. FIRST USE IN COMMERCE: 19990618