

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM547926

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	06/21/2016		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
EHG Group, Inc.		06/21/2016	Corporation: MISSOURI
RECEIVING PARTY DATA			
Name:	CHILDREN'S FACTORY, LLC		
Street Address:	20 Ryan Ranch Rd, Ste. 200		
Internal Address:	c/o Excelligence Learning Corp. Legal Dept.		
City:	Monterey		
State/Country:	CALIFORNIA		
Postal Code:	93940		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5221238	CF	
CORRESPONDENCE DATA			
Fax Number:			
<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:	GOTTLIEB, RACKMAN & REISMAN, P.C.		
Address Line 1:	270 Madison Ave., 8th floor		
Address Line 2:	Jonathan Purow		
Address Line 4:	NEW YORK, NEW YORK 10016		
ATTORNEY DOCKET NUMBER:	8876/001		
NAME OF SUBMITTER:	David D. Rodrigues		
SIGNATURE:	/drodrigues/		
DATE SIGNED:	11/04/2019		
Total Attachments: 4			
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TRADEMARK ASSIGNMENT

Effective Date: June 21, 2016

THIS TRADEMARK ASSIGNMENT (this "Assignment") is made by EHG Group, Inc., a Missouri Corporation with an address 245 West Essex Ave. Kirkwood, Missouri 63122 ("Assignor"), and CHILDREN'S FACTORY, LLC, a Delaware limited liability company with an address of c/o Excelligence Learning Corp. Legal Dept., 20 Ryan Ranch Rd, Ste. 200, Monterey California 93940 ("Assignee").

WHEREAS, Assignor is the record owner of the marks set forth on Schedule 1, which are currently registered with the United States Patent and Trademark Office (the "Marks");

WHEREAS, Assignee desires to acquire, nunc pro tunc and as of the Effective Date, any and all rights (including common law rights) that Assignor may have in and to the Marks, and the associated registrations and applications listed on Schedule 1, together with the goodwill of the business symbolized by the Marks, as well as that portion of the Assignor's business to which the Marks pertain; and

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties hereto, intending to be legally bound hereby, do hereby agree as follows:

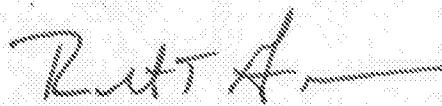
Assignor hereby, nunc pro tunc and as of the Effective Date, sells, conveys, transfers, assigns and delivers to Assignee, its successors and assigns, all right, title and interest in and to the Marks, together with all goodwill connected with and symbolized by the Marks as well as that portion of the Assignor's business to which the Marks pertain, the same to be held and enjoyed by Assignee for its own use and enjoyment and the use and enjoyment of its successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this assignment had not been made, as assignee of its entire right, title and interest therein, including, without limitation, all rights in and to all income, royalties, damages and payments now or hereafter due or payable with respect thereto and the right to sue and recover for past, present and future infringements thereof, any and all corresponding rights that, now or hereafter, may be secured throughout the world.

* * * * *

[Signature page follows]

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed by their duly authorized representatives as of the date first written above.

EHG GROUP, INC., as Assignor

By: 

Name: Robert T. Graman

Title: President


CHILDREN'S FACTORY, LLC, as Assignee

By: 

Name: Trey Thomas

Title: Chief Legal Officer

SCHEDULE 1

Mark	Registration No.	Registration Date
	5221238	June 13, 2017