

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM563371

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Schoolzilla, PBC Corporation		10/29/2019	Public Benefit Corporation:
RECEIVING PARTY DATA			
Name:	Renaissance Learning, Inc.		
Street Address:	2911 PEACH STREET		
City:	WISCONSIN RAPIDS		
State/Country:	WISCONSIN		
Postal Code:	54494		
Entity Type:	Corporation: WISCONSIN		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	85705927	SCHOOLZILLA	
Serial Number:	85705932	SCHOOLZILLA	
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:	8003384204		
Email:	legal@renaissance.com		
Correspondent Name:	Geoff Baker		
Address Line 1:	2911 PEACH STREET		
Address Line 4:	WISCONSIN RAPIDS, WISCONSIN 54494		
NAME OF SUBMITTER:	Geoff Baker		
SIGNATURE:	/Geoff Baker/		
DATE SIGNED:	02/24/2020		
Total Attachments: 2			
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RENAISSANCE®

TRADEMARK ASSIGNMENT

This Trademark Assignment (the "Assignment") effective as of the 29th day of October 2019, by Schoolzilla, PBC Corporation ("Assignor"), in favor of Renaissance Learning, Inc. ("Assignee").

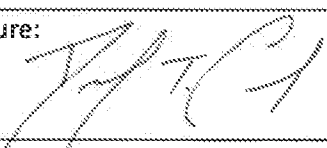

RECITALS

WHEREAS, Assignor is the sole and exclusive owner of the entire right, title and interest in, to and under the United States trademark registration and application listed in Appendix A attached hereto, including any common law trademark rights therefor (the "Marks"); and

WHEREAS, Assignor and Assignee have entered into an Asset Purchase Agreement dated October 29, 2019 (the "Agreement"), under which Assignor agreed to assign to Assignee all of Assignor's right, title and interest in and to the Marks, together with the goodwill associated therewith.

NOW, THEREFORE, for good and valuable consideration paid by Assignee to Assignor, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby sell, assign, transfer and set over to Assignee, Assignor's entire right, title and interest in and to the Marks, together with the goodwill of the Marks, for the United States and for all foreign countries, including any renewals or extensions thereof that are or may be secured under the laws of the United States or foreign countries now or hereafter in effect and including the subject matter of all claims which may be obtained therefrom for its own use and enjoyment, and for 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 and sale had not been made; together with all income, royalties or payments due or payable as of the effective date of this Assignment or thereafter, including all claims for damages by reason of past, present or future infringement or other unauthorized use, with the right to sue for, and collect the same for its own use and enjoyment, and for the use and enjoyment of its successors, assigns, or other legal representatives.

IN WITNESS WHEREOF, the authorized signatories of Assignor and Assignee have executed this Assignment by signing below.

RENAISSANCE LEARNING, INC.	SCHOOLZILLA, PBC CORPORATION
Signature: 	Signature: 
Name: Daniel T. Conrad	Name: Lynzi Ziegenhagen
Title: General Counsel	Title: CEO, Schoolzilla
Date: February 3, 2020	Date: 2/6/2020

APPENDIX A:
MARKS

Mark	Registration Number	Registration Date	Serial Number	Filing Date
Schoolzilla (Word Mark)	4356949	25-Jun-13	85705927	16-Aug-12
Schoolzilla (Word Mark)	4999458	12-Jul-16	85705932	16-Aug-12