

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM600449

<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>
Childcraft Education, LLC		09/08/2020	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	SSI Acquisition, LLC		
<b>Street Address:</b>	W6316 Design Drive		
<b>City:</b>	Greenville		
<b>State/Country:</b>	WISCONSIN		
<b>Postal Code:</b>	54942		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 6</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5390620	ABC FURNISHINGS	
<b>Registration Number:</b>	0712499	CHILDCRAFT	
<b>Registration Number:</b>	2006367	CHILDCRAFT	
<b>Serial Number:</b>	88879262	CHILDCRAFT	
<b>Registration Number:</b>	1933650	KORNERS FOR KIDS	
<b>Registration Number:</b>	4273401	WHERE THE CHILD COMES FIRST	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	4142735198		
<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>			
<b>Phone:</b>	4142733500		
<b>Email:</b>	emcguire@gklaw.com		
<b>Correspondent Name:</b>	Nicholas A. Kees; Godfrey & Kahn, S.C.		
<b>Address Line 1:</b>	833 East Michigan Street, Suite 1800		
<b>Address Line 4:</b>	Milwaukee, WISCONSIN 53202-5615		
<b>ATTORNEY DOCKET NUMBER:</b>	009316-1274		
<b>NAME OF SUBMITTER:</b>	Nicholas A. Kees		
<b>SIGNATURE:</b>	/Nicholas A. Kees/		
<b>DATE SIGNED:</b>	09/28/2020		

CH \$165.00 5390620

**Total Attachments: 5**

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## TRADEMARK ASSIGNMENT

WHEREAS, Childcraft Education, LLC, a limited liability company of the state of Delaware, ("Assignor") is the owner of the entire right, title and interest in and to the Trademarks listed on the attached Schedule A (hereinafter the "Marks") and the goodwill of the business symbolized thereby; and

WHEREAS, SSI Acquisition, LLC, a limited liability company of the State of Delaware, ("Assignee"), desires to acquire Assignor's entire right, title and interest in and to the Marks worldwide, and the goodwill of the business symbolized thereby;

NOW THEREFORE, TO ALL WHOM IT MAY CONCERN: Be it known that in consideration of the payment of Assignee to Assignor of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee the full and exclusive right, title and interest to said Marks, including all common law and statutory rights, and any and all federal, state and/or other registrations, in and to the Marks, together with (i) all of the goodwill and the business symbolized by and associated with the Marks, and (ii) all causes of action, claims, and demands or other rights for, or arising from, any infringement, including past infringements, of the Marks.

ASSIGNOR hereby covenants that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this assignment and sale.

[Signature Pages to Follow]

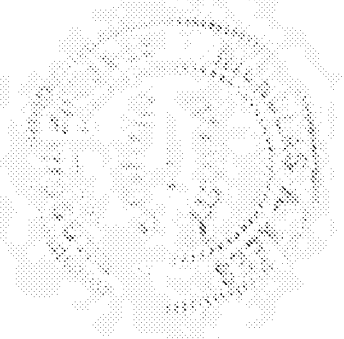
Dated as of 9/8/2020

CHILDCRAFT EDUCATION, LLC

By: [Signature]  
Name: RYAN M. BARR  
Title: PRESIDENT

Signed and sworn to before me this  
8<sup>th</sup> day of September, 2020.

[Signature]  
Notary Public, State of Wisconsin  
My Commission: is permanent



[signature page to the trademark assignment from Childcraft Education, LLC  
to SSI Acquisition, LLC]

Dated as of September 15, 2020

SSI ACQUISITION, LLC

By: \_\_\_\_\_

Name: Mark Gertzof

Title: President

Signed and sworn to before me this  
14<sup>th</sup> day of September, 2020.

Denise B Caplan

Notary Public, State of Illinois

My Commission: 2/6/2020



[signature page to the trademark assignment from Childcraft Education, LLC  
to SSI Acquisition, LLC]

SCHEDULE A

TRADEMARKS -- U.S.

Mark	Filing Date	App. No.	Reg. Date	Reg. No.
ABC FURNISHINGS	20-Jun-2017	87/497,729	30-Jan-2018	5390620
CHILDCRAFT	25-Feb-1960	72/091,591	14-Mar-1961	712499
CHILDCRAFT	04-Dec-1995	75/026,995	08-Oct-1996	2006367
CHILDCRAFT	20-Apr-2020	88/879,262		
KORNERS FOR KIDS	14-Jul-1993	74/412,279	07-Nov-1995	1933650
WHERE THE CHILD COMES FIRST	28-Feb-2012	85/555,103	8-Jan-2013	4273401

TRADEMARKS - CANADA

Mark	Filing Date	App. No.	Reg. Date	Reg. No.
ABC	26-Jul-2006	1310677	03-Apr-2009	TMA737538
CHILDCRAFT	29-Dec-2004	1242177	06-Jan-2006	TMA656137
CHILDCRAFT	27-Apr-2020	2024822		
WHERE THE CHILD COMES FIRST	12-Mar-2012	1568312	14-May-2029	TMA877,901