

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM665663

<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>
Hendrickson Publishers, LLC		04/20/2021	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Tyndale House Ministries		
<b>Street Address:</b>	351 Executive Drive		
<b>City:</b>	Carol Stream		
<b>State/Country:</b>	ILLINOIS		
<b>Postal Code:</b>	60188		
<b>Entity Type:</b>	Non-Profit Corporation: ILLINOIS		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	78042561	H	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3122757775		
<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>	312-442-9076		
<b>Email:</b>	dmays@bealaw.com		
<b>Correspondent Name:</b>	Daniel J. Mays		
<b>Address Line 1:</b>	225 W. Washington St., Suite 1010		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60606		
<b>NAME OF SUBMITTER:</b>	Daniel J. Mays		
<b>SIGNATURE:</b>	/Daniel J. Mays/		
<b>DATE SIGNED:</b>	08/06/2021		
<b>Total Attachments: 5</b>			
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## TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement (this “**Trademark Assignment**”), dated as of April 20, 2021, is by and between Hendrickson Publishers, LLC, a Delaware limited liability company (the “**Assignor**”), and Tyndale House Ministries, an Illinois not-for-profit organization (“**Assignee**”).

WHEREAS, the Assignor, Assignee and certain other parties have entered into an Asset Purchase Agreement (the “**Purchase Agreement**”); and

WHEREAS, under the terms of the Purchase Agreement, the Assignor has conveyed, transferred, and assigned to Assignee, among other assets, certain trademarks and/or trademark applications of the Assignor set forth on Schedule 1 attached hereto, which include the federal trademark registrations set forth in Schedule 2 attached hereto (the “**Assigned Trademarks**”), and has agreed to execute and deliver this Trademark Assignment, for recording with the United States Patent and Trademark Office and corresponding entities or agencies in any applicable jurisdictions.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

1. Assignment. The Assignor hereby irrevocably conveys, transfers, and assigns to Assignee, and Assignee hereby accepts, all of the Assignor’s right, title, and interest in and to the Assigned Trademarks, together with the goodwill of the business connected with the use of, and symbolized by, the Assigned Trademarks, for Assignee’s own use and enjoyment and for the use and enjoyment of Assignee’s successors and assigns, and all rights of any kind whatsoever of the Assignor accruing under any of the foregoing provided by the applicable law of the United States and any other jurisdiction.

2. Recordation and Further Actions. The Assignor hereby authorizes the Commissioner for Trademarks in the United States Patent and Trademark Office and the officials of corresponding entities or agencies in any applicable jurisdictions to record and register this Trademark Assignment upon request by Assignee.


3. Terms of the Purchase Agreement. The parties hereto acknowledge and agree that this Trademark Assignment is entered into pursuant to the Purchase Agreement, to which reference is made for a further statement of the rights and obligations of the Assignor and Assignee with respect to the Assigned Trademarks.

4. General. This Trademark Assignment may be executed in counterparts and such counterparts may be delivered in electronic format (including by facsimile, e-mail or .pdf signature), each of which shall be deemed an original, but all of which together shall be deemed one and the same instrument. This Trademark Assignment shall be binding upon and shall inure to the benefit of the parties hereto and their respective successors and assigns. This Trademark Assignment shall be governed by, and construed in accordance with, the laws of the State of Delaware, without giving effect to any choice or conflict of law provision or rule (whether of the State of Delaware or any other jurisdiction).

*[Remainder of Page Intentionally Left Blank; Signature Page Follows]*

IN WITNESS WHEREOF, the parties have duly executed and delivered this Trademark Assignment as of the date first written above.

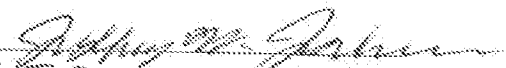
HENDRICKSON PUBLISHERS, LLC

By:   
Name: Ray Hendrickson  
Title: Manager

[Signature Page to Trademark Assignment Agreement]

IN WITNESS WHEREOF, the parties have duly executed and delivered this Trademark Assignment as of the date first written above.

TYNDALE HOUSE MINISTRIES

By:   
Name: Jeffrey W. Johnson  
Title: President + CEO of THM Division

[Signature Page to Trademark Assignment Agreement]

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**TRADEMARK**  
**REEL: 007382 FRAME: 0056**

## **SCHEDULE 1**

### **Assigned Trademarks**

All listed trademarks on Schedule 1.1(d) of the Asset Purchase Agreement entered into March, 2021 by and among Hendrickson Publishers, LLC, a Delaware limited liability company, Hendrickson Publishers Fulfillment, LLC, a Delaware limited liability company, Rose Publishing LLC, a Delaware limited liability company, and Tyndale House Ministries, an Illinois not-for-profit organization.

**SCHEDULE 2**  
**Federal Trademark Registrations**

Trademark:	<i>H in stylized design</i>
Registration No.	2520304
Serial No.	78042561

10280276

**RECORDED: 08/06/2021**

**TRADEMARK**  
**REEL: 007382 FRAME: 0058**