

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM665668

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Rose Publishing LLC		04/20/2021	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Tyndale House Ministries		
Street Address:	351 Executive Drive		
City:	Carol Stream		
State/Country:	ILLINOIS		
Postal Code:	60188		
Entity Type:	Non-Profit Corporation: ILLINOIS		
PROPERTY NUMBERS Total: 9			
Property Type	Number	Word Mark	
Serial Number:	77032668	ROSE PUBLISHING	
Serial Number:	76327362	RAINBOW PUBLISHERS	
Serial Number:	76327672	LEGACY PRESS	
Serial Number:	76524380	INSTANT BIBLE LESSONS	
Serial Number:	76549398	GOD AND ME!	
Registration Number:	5240045	ROSE PUBLISHING	
Registration Number:	5242083	ROSEKIDZ	
Registration Number:	5249762	ASPIRE PRESS	
Registration Number:	5249909	ASPIRE PRESS	
CORRESPONDENCE DATA			
Fax Number:	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>			
Phone:	312-442-9076		
Email:	dmays@bealaw.com		
Correspondent Name:	Daniel J. Mays		
Address Line 1:	225 W. Washington St., Suite 1010		
Address Line 4:	Chicago, ILLINOIS 60606		
NAME OF SUBMITTER:	Daniel J. Mays		

OP \$240.00 77032668

SIGNATURE:	/Daniel J. Mays/
DATE SIGNED:	08/06/2021
Total Attachments: 5 source=Trademark Assignment Agreement - Rose Publishing LLC (Fully Compiled Executed)#page1.tif source=Trademark Assignment Agreement - Rose Publishing LLC (Fully Compiled Executed)#page2.tif source=Trademark Assignment Agreement - Rose Publishing LLC (Fully Compiled Executed)#page3.tif source=Trademark Assignment Agreement - Rose Publishing LLC (Fully Compiled Executed)#page4.tif source=Trademark Assignment Agreement - Rose Publishing LLC (Fully Compiled Executed)#page5.tif	

TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement (this “**Trademark Assignment**”), dated as of April 20, 2021, is by and between Rose Publishing 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.


ROSE PUBLISHING 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: Scott Mathews
Title: CEO

[Signature Page to Trademark Assignment Agreement]

TRADEMARK
REEL: 007382 FRAME: 0078

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: ***ROSE PUBLISHING***
Registration No. 3281743
Serial No. 77032668

Trademark: ***GOD AND ME!***
Registration No. 2912373
Serial No. 76549398

Trademark: ***RAINBOW PUBLISHERS***
Registration No. 2631304
Serial No. 76327362

Trademark: ***ROSE PUBLISHING
and design***
Registration No. 5240045
Serial No. 87183975

Trademark: ***LEGACY PRESS***
Registration No. 2731328
Serial No. 76327672

Trademark: ***ROSEKIDZ***
Registration No. 5242083
Serial No. 86733392

Trademark: ***INSTANT BIBLE LESSONS***
Registration No. 2844565
Serial No. 76524380

Trademark: ***ASPIRE PRESS***
Registration No. 5249762
Serial No. 87249904

Trademark: ***ASPIRE PRESS and
design***
Registration No. 5249909
Serial No. 87252517