

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM770351

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Reading Research Associates, Inc.		06/21/2022	Corporation: DELAWARE
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	
Registration Number:	6178612	KEYPHONICS	
Registration Number:	6179041		
CORRESPONDENCE DATA			
Fax Number:	4154391500		
<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>			
Email:	maria.banda@kirkland.com		
Correspondent Name:	Maria Banda		
Address Line 1:	Kirkland & Ellis, LLP		
Address Line 2:	555 California Street, Suite 2700		
Address Line 4:	San Francisco, CALIFORNIA 94104		
ATTORNEY DOCKET NUMBER:	44936-1		
NAME OF SUBMITTER:	Maria Banda		
SIGNATURE:	/Maria Banda/		
DATE SIGNED:	11/28/2022		
Total Attachments: 3			
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RENAISSANCE®

PATENT and TRADEMARK ASSIGNMENT

This Patent and Trademark Assignment (the "Assignment") is made as of the 22nd day of March, 2022, by Reading Research Associates, Inc. ("Assignor"), in favor of Renaissance Learning, Inc. ("Assignee").


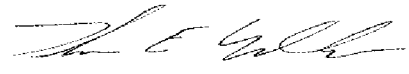
RECITALS

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


WHEREAS, Assignor and Assignee have entered into a Stock Purchase Agreement dated March 24, 2022 (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 Patents and 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.	READING RESEARCH ASSOCIATES, INC.
Signature: 	Signature: 
Name: Ted Wolf	Name: Tom Miller
Title: VP, Global Controller	Title: CEO
Date: June 21, 2022	Date: June 21, 2022

**APPENDIX A:
TRADEMARKS**

Mark	Registration Number	Registration Date	Serial Number	Filing Date
KEYPHONICS	6178612	October 20, 2020	88850593	March 27, 2020
 KeyPhonics	6179041	October 20, 2020	88861307	April 6, 2020

PATENTS

U.S. Provisional Patent Application No. 62/718,413	
Title:	Methods and Systems for Improving Mastery of Phonics Skills
Filing Date:	August 14, 2018
Inventors:	Michelle Kristin Hosp et al.
U.S. Patent Application No. 16/532,873	
Title:	Methods and Systems for Improving Mastery of Phonics Skills
Filing Date:	August 6, 2019
Inventors:	Michelle Kristin Hosp et al.
International Patent Application No. PCT/US2019/045235	
Title:	Methods and Systems for Improving Mastery of Phonics Skills
Filing Date:	August 6, 2019
Inventors:	Michelle Kristin Hosp et al.

