

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
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<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Avalanche Publishing Inc.		05/15/2007	CORPORATION: CALIFORNIA

**RECEIVING PARTY DATA**

<b>Name:</b>	Avalanche Publishing Acquisition, Inc.
<b>Street Address:</b>	514 Wells Street
<b>City:</b>	Delafield
<b>State/Country:</b>	WISCONSIN
<b>Postal Code:</b>	53018
<b>Entity Type:</b>	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 11**

Property Type	Number	Word Mark
Serial Number:	76625219	PLAN - IT
Serial Number:	78902337	SCRAPBOOK-IT
Serial Number:	78903282	ORGANIZERS FOR LIFE
Registration Number:	2885518	GIRL THING
Registration Number:	3022826	NOTE NOOK
Registration Number:	3022827	AVALANCHE PUBLISHING
Registration Number:	3108495	FILE · IT
Registration Number:	3155419	MOM'S PLAN-IT
Registration Number:	3223001	LISTMAKER
Registration Number:	3223043	JOURNAL PLUS
Registration Number:	3223080	JOURNALS FOR LIFE

**CORRESPONDENCE DATA**

Fax Number: (414)225-9753

*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

**CH \$290.00 76625219**

Phone: 414-225-9755  
Email: docketing@boylefred.com  
Correspondent Name: Mathew E. Corr  
Address Line 1: 250 East Wisconsin Avenue  
Address Line 2: Suite 1030  
Address Line 4: Milwaukee, WISCONSIN 53202

ATTORNEY DOCKET NUMBER:	803.035
NAME OF SUBMITTER:	Mathew E. Corr
Signature:	/Mathew E. Corr/
Date:	05/24/2007

Total Attachments: 2  
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## ASSIGNMENT OF TRADEMARKS

This Assignment is made by **Avalanche Publishing, Inc.** (Assignor), a corporation organized under the laws of the State of California, and located and doing business at 6262 Katella Avenue, Cypress, California 90630, USA to **Avalanche Publishing Acquisition, Inc.** (Assignee), a corporation organized under the laws of the State of Delaware, and located and doing business at 514 Wells Street, Delafield, Wisconsin 53018, USA.

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, transfers and assigns to Assignee, its successors and assigns, the entire right, title and interest in and to the following trademarks, trademark applications, and future registrations, together with the goodwill associated with or symbolized by the marks:

### U.S. Trademark Registrations and Applications

<u>Mark</u>	<u>Serial No.</u>	<u>Filed</u>	<u>Reg. No.</u>	<u>Registered</u>
PLAN-IT	76/625,219	12/21/2004		
SCRAPBOOK-IT AND DESIGN	78/902,337	06/06/2006		
ORGANIZERS FOR LIFE AND DESIGN	78/903,282	06/07/2006		
GIRL THING AND DESIGN	75/789,700	08/31/1999	2,885,518	09/21/2004
NOTE NOOK	76/625,223	12/21/2004	3,022,826	12/06/2005
AVALANCHE PUBLISHING AND DESIGN	76/625,224	12/21/2004	3,022,827	12/06/2005
FILE ● IT	76/625,218	12/21/2004	3,108,495	06/27/2006
MOM'S PLAN-IT	75/568,497	10/13/1998	3,155,419	10/17/2006
LISTMAKER	78/903,056	06/07/2006	3,223,001	03/27/2007
JOURNAL PLUS	78/905,031	06/09/2006	3,223,043	03/27/2007
JOURNALS FOR LIFE	78/915,993	06/23/2006	3,223,080	03/27/2007

Assignee also sells, transfers and assigns to Assignee any and all common law rights or other rights acquired by use of the above listed trademarks in any jurisdiction, and any and all rights in any component part of the above listed trademarks and the goodwill associated with or symbolized thereby. In all events, the marks and rights transferred herein shall be held and enjoyed by the Assignee, its successors and assigns from and after the date hereof as fully and entirely as the same would have been held and enjoyed by the Assignor had this assignment not been made.

Assignment of Trademarks

Assignor: Avalanche Publishing, Inc.

Assignee: Avalanche Publishing Acquisition, Inc.

Attorney Docket 803.035

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This assignment includes the right to sue and recover damages for infringement of the any of the above listed marks, whether arising prior to or subsequent to the date of this assignment.

Assignor warrants to the best of its knowledge that it is the owner of the entire right, title and interest in the above listed marks and registrations thereof, and that it has the full right, power and authority to make this assignment.

AVALANCHE PUBLISHING, INC. (Assignor)

Date: 5-15-07

*J.A. Birmingham*  
Name Printed: JOHN A. BIRMINGHAM  
Title: PRESIDENT & CEO

State of Wisconsin )  
County of Waukesha ) ss

Personally appeared before me this 15<sup>th</sup> day of May, 2007,  
John Birmingham, to me known to be the person whose name is subscribed to the foregoing instrument, and acknowledged that he/she signed, sealed and delivered the said instrument as his/her free and voluntary act and deed for the uses and purposes therein set forth.

*Cheryl Dutka*  
Notary Public  
My Commission Expires 1-25-09

(SEAL)