

TO: MCKEE, VOORHEES & SEASE, PLC COMPANY: 801 GRAND AVENUE, SUITE 3200

TRADEMARK ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
National Center for Educational Accountability		07/31/2007	a non-profit corporation:
RECEIVING PARTY DATA			
Name:	NCEA Acquisition Corporation		
Street Address:	500 ACT Drive		
Internal Address:	P.O. Box 168		
City:	Iowa City		
State/Country:	IOWA		
Postal Code:	52243-0168		
Entity Type:	a non-profit corporation: TEXAS		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2343829	JUST FOR THE KIDS	
Registration Number:	2787041	JUST FOR THE KIDS	
CORRESPONDENCE DATA			
Fax Number:	(515)288-1338		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	515-288-3667		
Email:	patatty@ipmvs.com		
Correspondent Name:	McKee, Voorhees & Sease, PLC		
Address Line 1:	801 Grand Avenue, Suite 3200		
Address Line 4:	Des Moines, IOWA 50309-2721		
ATTORNEY DOCKET NUMBER:	JUST FOR THE KIDS/ACT		
NAME OF SUBMITTER:	Christine Lebron-Dykeman		
Signature:	/Christine Lebron-Dykeman/		

CH \$65.00 2343829

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TRADEMARK
REEL: 004146 FRAME: 0258

TO: MCKEE, VOORHEES & SEASE, PLC COMPANY: 801 GRAND AVENUE, SUITE 3200

Date:	01/21/2010
Total Attachments: 2 source=Assignment Doc#page1.tif source=Assignment Doc#page2.tif	

TO: MCKEE, VOORHEES & SEASE, PLC COMPANY: 801 GRAND AVENUE, SUITE 3200

ORIGINAL

TRADEMARK ASSIGNMENT AGREEMENT

This Agreement is made by and between National Center for Educational Accountability, a non-profit corporation organized under the laws of the state of Texas ("Assignor"), and NCEA Acquisition Corp., a non-profit corporation organized under the laws of the state of Texas ("Assignee").

Whereas, Assignor owns United States Patent and Trademark Office ("USPTO") Registration Number 2,343,829 for the trademark JUST FOR THE KIDS and Registration Number 2,787,041 for the trademark JUST FOR THE KIDS & Design (collectively, the "Registrations"); and

Whereas, Assignor wishes to assign to Assignee any and all rights, title, and interest that Assignor possesses in and to the Registrations together with the goodwill associated with such trademarks; and


Whereas, Assignee wishes to receive such an assignment;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns to Assignee, and Assignee hereby accepts the assignment of, all rights, title, and interests that Assignor possesses in and to the trademarks JUST FOR THE KIDS and JUST FOR THE KIDS & Design and to USPTO Registrations Numbered 2,343,829 and 2,787,041, together with any and all goodwill associated therewith and all rights to sue for and receive damages or other relief in respect of any past infringement or other violation of any rights thereto.

NATIONAL CENTER FOR EDUCATIONAL ACCOUNTABILITY

By: _____
Name: _____
Title: _____
Date: _____

NCEA ACQUISITION CORP

By:  _____
Name: Thomas J. Goodben
Title: Treasurer
Date: July 31, 2007

TO: MCKEE, VOORHEES & SEASE, PLC COMPANY: 801 GRAND AVENUE, SUITE 3200

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NATIONAL CENTER FOR EDUCATIONAL ACCOUNTABILITY

By: Michael Hudson
Name: Michael Hudson
Title: President
Date: July 31, 2007

NCEA ACQUISITION CORP

By: _____
Name: _____
Title: _____
Date: _____

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