

MARK V. JORDAN COMPANY:1000 SECOND AVENUE, SUITE 3310

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

**04/26/2011  
 900190283**

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Discovery Bay Games, Inc.		04/01/2011	CORPORATION:

**RECEIVING PARTY DATA**

Name:	Highlights for Children, Inc.
Street Address:	1800 Watermark Drive
City:	Columbus
State/Country:	OHIO
Postal Code:	43215
Entity Type:	CORPORATION: <i>Delaware</i>

**PROPERTY NUMBERS Total: 2**

Property Type	Number	Word Mark
Serial Number:	85238336	HIGHLIGHTS MATCH PATCH
Serial Number:	85238358	HIGHLIGHTS BUZZ BLAST

**CORRESPONDENCE DATA**

Fax Number: (206)903-6365  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: (206) 903-6364  
 Email: trademark@invictalaw.com  
 Correspondent Name: Mark V. Jordan  
 Address Line 1: 1000 Second Avenue, Suite 3310  
 Address Line 4: Seattle, WASHINGTON 98104-1019

ATTORNEY DOCKET NUMBER:	3143.003
NAME OF SUBMITTER:	Mark V. Jordan
Signature:	/Mark V. Jordan/
Date:	04/26/2011

Total Attachments: 1  
 source=Assignment of Trademark to Highlights for Children Inc\_SIGNED#page1.tif

OP \$65.00 85238336

J:MARK V. JORDAN COMPANY:1000 SECOND AVENUE, SUITE 3310

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

**04/21/2011  
 900189976**

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Discovery Bay Games, Inc.		04/01/2011	CORPORATION:
RECEIVING PARTY DATA			
Name:	Highlights for Children, Inc.		
Street Address:	1800 Watermark Drive		
City:	Columbus		
State/Country:	OHIO		
Postal Code:	43215		
Entity Type:	CORPORATION: <i>Delaware</i>		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85238351	HIGHLIGHTS SILLY SITUATIONS	
CORRESPONDENCE DATA			
Fax Number:	(206)903-6365		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(206) 903-6364		
Email:	trademark@invictalaw.com		
Correspondent Name:	Mark V. Jordan		
Address Line 1:	1000 Second Avenue, Suite 3310		
Address Line 4:	Seattle, WASHINGTON 98104-1019		
ATTORNEY DOCKET NUMBER:	3143.003		
NAME OF SUBMITTER:	Mark V. Jordan		
Signature:	/Mark V. Jordan/		
Date:	04/21/2011		
Total Attachments: 1 source=Assignment of Trademark to Highlights for Children Inc_SIGNED#page1.tif			

OP \$40.00 85238351



MARK V. JORDAN COMPANY:1000 SECOND AVENUE, SUITE 3310

**ASSIGNMENT OF TRADEMARKS**

The undersigned, DISCOVERY BAY GAMES, INC., a Delaware corporation, whose address is 206 First Avenue S., Suite 310, Seattle, Washington 98104 ("Assignor"), for One U.S. Dollar (US\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, hereby sells, assigns and transfers to HIGHLIGHTS FOR CHILDREN, INC., a Delaware corporation, whose business address is 1800 Watermark Drive Columbus, Ohio 43215, as of April 1, 2011, all of its worldwide right, title and interest in and to the following trademarks, the goodwill associated therewith, all claims for damages by reason of past infringement of the trademarks and registrations, and the right to sue for and collect such damages:

Trademark	Serial No.
Highlights Match Patch	85238336
Highlights Silly Situations	85238351
Highlights Buzz Blast	85238358

IN WITNESS WHEREOF, Assignor hereby executes this Assignment by its duly authorized officer at Seattle, Washington as of the 1<sup>st</sup> day of April, 2011.

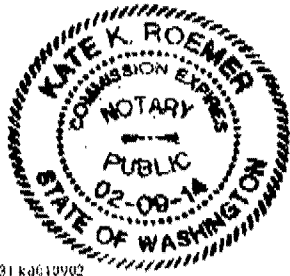
DISCOVERY BAY GAMES, INC.

By  \_\_\_\_\_  
Craig Olson, Its President

STATE OF WASHINGTON     )  
  ) ss.  
COUNTY OF KING         )

On April 19, 2011, I certify that I know or have satisfactory evidence that Craig Olson is the person who appeared before me, and he acknowledged that he signed the foregoing instrument as President and on behalf of DISCOVERY BAY GAMES, INC., a Delaware corporation, as his free and voluntary act and deed for the uses and purposes therein mentioned, being authorized to do so.

WITNESS my hand and official seal the date and year in this certificate written above.



NOTARY PUBLIC in and for the State of  
Washington, residing at Seattle  
My Commission expires: 2/9/14



5113, 091 R0619V02